

ARY • FEBRUARY

Sale

— for —
STOUT WOMEN
and MISSES

SALE Ends
Feb. 28th
1941

SUPERIOR
QUALITY
TWO-WAY
STRETCH
"LASTEX"

(C)
~~\$198~~
REDUCED
TO
~~\$179~~



(A)
SUPERIOR
QUALITY
ALL-RAYON
CREPE
~~\$398~~

CHOICE of
LONG or
SHORT
SLEEVES

For
descriptions
of dresses
hose and
corset
see page 3



(B)
PRINT
CLOTH
~~\$159~~

WITH
TALON
SLIDE
FASTENER

Lane Bryant

39th St. *near* 5th Ave.
NEW YORK, N.Y.

BROOKLYN • BALTIMORE • PHILADELPHIA • CHICAGO • DETROIT • ST. LOUIS

RAVEL STOP

(D)
OUTSIZE
HOSE

GENUINE SILK
SERVICE WEIGHT

~~59¢~~ PAIR
REDUCED TO
2 PAIRS FOR ~~\$1.00~~

SALE-PRICED

to please You!



BROWN or BLACK

(K) \$1.98
PAIR

"SHUTTER
PLEATS"



(E)
SUPERIOR
QUALITY
SPUN
ALL-RAYON
\$3.98

COAT
DRESS
WITH
"SHUTTER
PLEATS"



(F)
ACETATE
RAYON
PEBBLE
CREPE
\$4.95



(G)
SPUN
ALL-RAYON
CHALLIS
\$2.98



(H)
DRESS and
JACKET
VELVETAY
APPLIQUED
SPUN
ALL-RAYON
\$3.98



(J)
PERCALE
PINAFORE
APRONS
2 for \$1.00

for descriptions see opposite page





Description of Front Cover Garments

Superior All-Rayon Crepe Dress, \$3.98

(A) Sale-priced \$3.98, yet this lovely Dress has the smart detail and fine quality fabric you associate with dresses selling for more! It's of superior quality All-Rayon Crepe in lovely faille weave. Choice of long or short sleeves. Braided self-cording trims neck and front-waist; rich ornament. Gored skirt-front is flared. COLORS: Deep wine (pictured), black or navy blue. SIZES: 37 to 59 bust. Length about 49 inches. 3 X 871—With LONG Sleeves. Price. } \$3.98 Postage 10¢ ext.
3 X 872—With SHORT Sleeves. Price }

Slide-Fastened Print Dress, \$1.59

(B) 5 X 507—Gay as a garden in bloom! This fast-color Dress of Cotton Print Cloth is an outstanding Sale value! You'll love its flowered, border print pattern, which forms sleeves and trims dress at front and back. 20-inch, non-rust Talon slide fastener at front. Kiek-pleat at skirt-front. COLORS: Navy with print shown; deep wine with Copen blue-and-gold print. SIZES: 37 to 59 bust. About 49 ins. long. Postage 8¢ extra. **\$1.59**

Two-Way Stretch "Lastex" Girdle, \$1.79

(C) 17 X 651—Popular Girdle, reduced to \$1.79! Light-weight; allows freedom yet molds nicely. It's of strongest, ribbed Two-way Stretch "Lastex"—a tightly knit, superior quality. Shaped to fit; plain fashioned band at the top and bottom. Four flat knitted "Lastex" garters. COLOR: Tea-rose only. SIZES: 29 to 48 waist. Side length about 15 ins. Postage 6¢ extra. **\$1.79**

Outsize Silk Hose, 2 pairs for \$1.00

(D) 18 X 260—Genuine Thread Silk Outsize Hose, reduced in price! Service weight. Seamed back with fashioning marks. Seamless sole: French heel. Ravel stop. Double top, lower heel and toe of mercurized cotton. Colors: Blush beige (shown), dust-beige, copper beige, dark gun-metal, light gun-metal, hazelnut, sand-beige or black. Sizes: 9 to 11. . . . 2 pairs for **\$1.00** Postage 1¢ extra.

Garments Shown on Opposite Page

(E) 3 X 873—This Sale-priced shirtwaist style Dress features a lovely dotted print in striped effect. Of superior quality Spun All-Rayon, a Crown Tested fabric approved for durability by the Better Fabrics Testing Bureau and by our laboratory. The waist-front and skirt-front are deftly pleated to form the smart new "shutter pleats." The dress opens to the waist; contrasting buttons. COLORS: Navy blue with red-and-white print (shown); olive green with black-and-white print. SIZES: 37 to 59 bust. About 49 inches long; wide hem. . . . **\$3.98** Postage 10¢ extra.

(F) 3 X 874—A Sale buy! This Coat-Dress has "shutter pleats" at front of the skirt—note how the dainty permanently applied Velve-ray dotted pattern peeps from 'neath the pleats! Made of Acetate Pebble Crepe, a fine all-rayon fabric. Smart below-elbow sleeves. Dress opens all the way down the front. COLORS: Black with red (shown); navy with white. SIZES: 37 to 59 bust. About 49 inches long; wide hem. . . . **\$3.95** Postage 12¢ extra.

(G) 3 X 712—Sale-priced Dress of Crown Tested, Printed Spun All-Rayon Challis. Approved for durability by the Better Fabrics Testing Bureau and by our own laboratory. Shirring at shoulders. A lovely ornament at the neck. Sectional, flared skirt-front. In correct sizes and proportions for average or short or tall stout women. COLORS: Navy blue or black, each with paisley print as pictured. SIZES: 38 to 58 bust including Half-sizes. Lengths: 47 to 51 inches. Sale price. . . . **\$2.98** Postage 10¢ extra.

(H) 3 X 875—Fine Sale value at \$3.98 . . . this smart Dress and hip-length Jacket of silvery fleeced Spun All-Rayon with a permanently applied Velve-ray pattern. Crown Tested: It's approved for durability by the Better Fabrics Testing Bureau and our laboratory. Border trim on long sleeves and on collar of Jacket, and on shoulder-yokes of dress. White rayon faille edging and flower at neck. Sectional, flared skirt-front. COLORS: Dark teal blue (pictured), navy or black, each with white pattern. SIZES: 37 to 59 bust. Length is about 49 inches. Our Sale price for Dress and Jacket. . . . **\$3.98** Postage 12¢ extra.

(J) 5 X 97—Sale-priced Ruffled Coverall Apron in pinafore style. Of fast-color Printed Fecale. It slips on easily, buttons back of neck and ties back of waist (see small view). White piping; roomy pocket. COLORS: Copen blue with print shown; rose with Copen blue print; aqua green with rust print. SIZES: 37 to 59 bust. About 42 ins. long. . . . **\$1.00** Postage 5¢ extra.

(K) Splendid value! Moccasin-style Oxford in Brown or Black Elk Grain Leather. Goodyear stitched sports rubber sole and a springy 1-inch rubber heel. Does not have an extra-long inner counter. SIZES: 4 to 11. Widths: C, D, E, EE and EEE. 16 X 797—Brown Elk Grain Leather (pictured) . . . } **\$1.98**
16 X 799—Black Elk Grain Leather (not shown) . . . } Postage 12¢ per pair.

MID-WINTER

SALE

Exciting **VALUES** in New Fashions
Timely Needs at **REDUCED PRICES**



Lane Bryant
NEW YORK

EXECUTIVE
OFFICES

Dear Friends:

Again it's Sale-time at Lane Bryant, and that means it's **SAVINGS**-time for all stout women! Our annual Mid-Winter Sale is always eagerly awaited by thrifty stout women everywhere. And no wonder . . . Here you'll see Sale values in **NEW** fashions . . . coats and dresses designed by knowing hands that are skilled in slenderizing the stout woman . . . lovely new styles that will enhance your winter wardrobe and will be smart all Spring.

Here, too, are timely needs, **reduced in price!** These include house coats, corsets, underwear, shoes and hosiery—fresh, seasonable stocks which we have taken right from our big Winter Book and cut in price!

This is your opportunity to save . . . a not-to-be-missed opportunity. Because not only are our prices amazingly low in this Sale, but you have the comforting assurance that every item offered is well-fitting and well-wearing, and that each is guaranteed to give you complete satisfaction.

Cordially yours,

Lane Bryant

OUR Guarantee

If you like your Lane Bryant purchase, keep it; if you do not like it, simply return it—and we will exchange it or we'll refund your money, as you may prefer.

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LANE BRYANT Inc.
NEW YORK, N.Y. U.S.A.

—You Can Save

IN THIS
SALE

HAND
EMBROIDERY



ALL-WOOL
WORSTED
BLOUSE
AND
ALL-WOOL
FLANNEL
SKIRT

REDUCED
TO
\$7.95
SET

Matchmaker Set

Matching Blouse and Skirt

8 X 815—Formerly \$8.93, reduced for our Sale to \$7.95! This Matchmaker Set consists of a lovely Blouse and Skirt, dyed to match each other exactly.

The Blouse is knitted of All-Wool Worsted in striking rib stitch. Gay, colorful hand-embroidery trims front. Non-rust Talon slide fastener at front. Ribbed at waist and cuffs. Blouse may also be worn tucked inside of skirt.

The skirt is made of superior quality All-Wool Flannel. The pleats at front are stitched down to well below hips. Non-rust Talon slide fastener at side.

COLORS: Navy, black or deep wine. SIZES: 38 to 54 bust only. The Skirt is about 32 inches long. . . . Postage 14¢ extra. **\$7.95**

PAGE 6 For the details of our Budget Payment Plan turn to pages 31 and 32



SUPERIOR
QUALITY
ACETATE
RAYON
CREPE

3 X 879
\$4.95



ALL-RAYON
SEMI-SHEER
CORDED
CREPE

3 X 714
\$6.95



TWO-
PIECE
DRESS

ACETATE
RAYON
PEBBLE
CREPE
and LACE

3 X 878
\$5.95

3 X 714—This Dress is an amazing Sale value at \$6.95! Of semi-sheer All-Rayon Crepe, a lovely material with cord-effect, self-color stripe.

Soft shirring at shoulders and at each side of the smart, pointed waist-panel gives a draped effect.

Rich ornaments at front-neck and belt. Belt fastens in back. New bell sleeves. Gored, flared skirt-front. In correct sizes and proportions for average, short or tall stout women.

COLORS: Black; deep wine; dark teal (deep greenish blue). SIZES: 38 to 58 bust including HALF-sizes. Lengths: 47 to 51 ins. . . . Postage 12¢ extra. **\$6.95**

3 X 878—Tailored, yet delectably feminine! This Two-piece Dress is an excellent Sale buy at \$5.95!

Blouse is of lovely Lace. Entire Skirt, with its bodice top, is of matching Acetate Pebble Crepe, a superior all-rayon material.

Note how a band of the skirt fabric goes all around the neck and down the front of the blouse; button-trimmed, simulated front-closing. The Skirt is gored and gracefully flared at the front.

COLORS: Navy; black. SIZES: 37 to 59 bust; about 49 ins. long. Two-piece Dress. . . . Postage 12¢ extra. **\$5.95**

At Left: Lingerie Trim Enhances this Dress

3 X 879—Would you dream that such a lovely Dress could be yours for only \$4.95. It's of superior quality Acetate Crepe, all-rayon fabric with a self-color, woven pattern—looks like expensive matelassé. The detachable, lingerie trim consists of vestee and cuffs made of rows of ruffled white lace. Sectional, flared skirt-front. COLORS: Black, navy blue or deep wine. SIZES: 37 to 59 bust. About 49 inches long. Sale price **\$4.95** Postage 12¢ extra.

Chosen for Charm

- LACE
- TUCKING
- SHIRRING



ALL-RAYON
FAILLE

3 X 881

\$5.95



LACE
BLACK,
NAVY OR
WINE

3 X 884

\$7.95

SLIP
INCLUDED



CHOICE OF
SHORT OR
LONG
SLEEVES

ACETATE RAYON
PEBBLE CREPE

\$4.95



3 X 881—Would you ever dream that this Dress is only \$5.95? It's made of fine-ribbed Faille, a semi-sheer all-rayon fabric. Pleated and shaped bands of self-material create the stunning trimming at each shoulder.

Dainty ornament at the neck. Soft shirring below shoulder-yokes. Talon slide fastener closing back of neck. Skirt is gored and flared at front.

COLORS: Black or stone blue or navy. SIZES: 37 to 59 bust. About 49 inches long. Sale price

Postage 12¢ extra. **\$5.95**

3 X 884—Sale bargain! This Dress is entirely of soft, rich Lace in an exquisite pattern. Suitable for both afternoon or informal evening wear.

Soft, unstitched pleats emphasize the smart shoulder-yokes. Puffed sleeves. Lovely ornament at neck. The skirt, in flared silhouette, is tucked all-around. Matching-color bodice-top all-rayon slip included.

COLORS: Black, navy or deep wine. SIZES: 38 to 54 bust. About 49 ins. long. Dress and Slip...

Postage 12¢ extra. **\$7.95**



ACETATE
RAYON
PEBBLE
CREPE

LACE
INSERTS

3 X 715

\$3.98

At Right: Dress with the New "Molded" Look

3 X 715—Slenderizing and Sale-priced! This Dress has a draped bodice in surplice-effect, giving a new "molded" look! Pointed inserts of matching Lace at front-shoulders. Of Acetate Pebble Crepe, an all-rayon material. Flattering, below-elbow sleeves. Sectional skirt is flared at front. Sizes and proportions for average, short or tall stout women. COLORS: Black, navy or white (in white, suitable for members of Eastern Star and other organizations). SIZES: 38 to 58 bust meas. including Postage Half-sizes. Lengths: 47 to 51 inches. Our Sale price. **\$3.98** 10¢ ext.

Row after row of fine tucking, one of the season's newest details, trim the front-yoke and the sleeves of this Dress! It's made of superior quality, Acetate Pebble Crepe, lovely all-rayon fabric. A fine Sale value at \$4.95!

Choice of short or long sleeves. Soft tucking at front-waist. Graceful skirt is gored and flared at front. COLORS: Black, navy or dark raisin. SIZES: 37 to 59 bust. Length about 49 inches.

3 X 882—With short sleeves (see the large picture). Sale price. **\$4.95**

Postage 12¢ extra.

3 X 883—With long sleeves (see the small view). Sale price. **\$4.95**

Postage 12¢ extra.

LANE BRYANT
39th St. near 5th Ave.
NEW YORK, N. Y.

PAGE
7

New

**Slimming
Details
for
STOUT
WOMEN**



LONG OR
SHORT
SLEEVES



SPUN
ALL-RAYON
CHALLIS
3 X 885
LONG
SLEEVES
3 X 886
SHORT
SLEEVES

\$2.98
EACH

OUR
FINEST
QUALITY

SPUN
ALL-
RAYON

3 X 891

\$3.98



These FOUR dresses are Crown Tested

These FOUR Dresses are of Crown Tested materials, approved for durability by Better Fabrics Testing Bureau and our laboratory.

Sale-priced Dress of Crown Tested, Printed Spun All-Rayon Challis. Your choice of long or short sleeves, each slightly puffed at the top. Note interesting use of stripes at front waist-panel and shoulders. Detachable white edging at neck; dainty ornament. COLORS: Navy or black or dark teal (deep greenish blue), each with white stripe. SIZES: 37 to 59 bust. About 49 inches long.

3 X 885—With Long Sleeves **\$2.98** Post. 10¢
3 X 886—With Short Sleeves

3 X 891—Classic Shirtwaist Dress of our best Spun All-Rayon, a Crown Tested fabric in alpaca weave. Dress opens to waist; the fly-front has a concealed button closing. The collar may be worn buttoned high or open. Two pleat-trimmed pockets. Skirt is pleated at front. COLORS: Navy, deep wine or dark green. SIZES: 37 to 59 bust. About 49 inches long; wide hem. Sale price **\$3.98** Postage 10¢ extra.

3 X 887—At Left: Sale-priced Dress of superior, Crown Tested Spun All-Rayon with a frosty, heathery weave. Pointed pockets have stitched and quilted design in self-color. Dress opens to waist; gold-color buttons and buckle. New below-elbow sleeves. Sectional skirt flared at front.

COLORS: Chocolate brown; navy blue; dark green. SIZES: 37 to 59 bust. About 49 inches long. Sale price... **\$2.98** Postage 10¢ extra.

3 X 888—At Right: Sale-priced Dress of Crown Tested, Dotted Spun All-Rayon Challis. Rows of tucking at front from shoulder-yokes to the waistline will be definitely slenderizing. Button opening to waist. Dainty scalloped collar; smart bishop sleeves. Box-pleats at skirt-front.

COLORS: Navy, black or deep wine, each with white dot. SIZES: 37 to 59 bust. About 49 ins. long; wide hem **\$2.98** Postage 10¢ extra.



RAYON-
and-WOOL
TWEED
SUSPENDER
SKIRT WITH
DETACHABLE
TOP

—AND—
COTTON
BROADCLOTH
BLOUSE

TWO-PIECE
OUTFIT SUSPENDER
SKIRT ONLY

\$4.95 **\$3.98**

3 X 889—Here's a flattering Two-piece Outfit. Consists of cleverly convertible Suspender Skirt and a tailored Blouse.

The Two-piece Outfit is Sale-priced at only \$4.95, or you may buy the suspender skirt alone for only \$3.98!

The suspender skirt is of Monotone Tweed (about 44% Wool, the balance of Rayon). The button-on bib-top with suspenders may be detached at front and back of waistline to form a regular skirt. There are snaps at side of waist.

The hip-length, long-sleeved Blouse is made of fast-color Cotton Broadcloth. Buttons all the way down the front.

COLORS: Suspender skirt in dark green, navy blue or black. Blouse comes in white, linen-blue or natural tan. SIZES: 38 to 54 bust. Full length about 49 ins. Price Two-piece Outfit **\$4.95** Postage 10¢

3 X 890—The Suspender Skirt only. State color and size. Our low price... **\$3.98** Postage 8¢

SPUN
ALL-
RAYON
CHALLIS
3 X 888
\$2.98

SUPERIOR
QUALITY
SPUN
ALL-RAYON

3 X 887
\$2.98

Smart
Styles
at
LOW
PRICES

Sale

LONG or
SHORT
SLEEVES



DETACHABLE
VESTEE AND
CUFFS



RAYON-
and-
COTTON
CHALLIS

5 X 519
\$1.98

SPUN
ALL-
RAYON

3 X 892
LONG
SLEEVES

3 X 893
SHORT
SLEEVES

\$1.98
EACH

TWO-
PIECE
DRESS

JUMPER
AND
BLOUSE

5 X 520
\$1.98

5 X 520—Above: Two-piece Jumper Dress. Sale-priced at \$1.98. Jumper is soft Cotton Honespun in heathery weave; looks like wool. With button opening to the waist at back. Sectional, flared skirt-front.

Fast-color, hip-length Blouse is of Striped Cotton Print Cloth. Buttons down front.

COLORS: Deep Open blue, teal (a deep greenish blue) or wine jumper, each with a harmonizing, multi-colored striped blouse. SIZES: 38 to 54 bust. About 49 inches long. 2-piece Dress... \$1.98

Postage 8¢ ext. 3 X 716—At Right: A Sale bargain! This Printed Dress is made of Crown Tested Spun All-Rayon Challis—approved by the Better Fabrics Testing Bureau and by our laboratory.

Scalloped front-neck and button-trimmed, simulated opening. Sectional skirt is flared at front. Correct sizes and proportions for average, short or tall stout women.

COLORS: Navy blue or dove gray, each with lilac-rose-and-green print; also dark teal (a deep greenish blue) with rose-gold-and-blue print. SIZES: 38 to 58 bust meas. including Half-sizes. Lengths: 47 to 51 inches. \$1.98

Postage 8¢ ext.

SPUN
ALL-RAYON
CHALLIS

3 X 716

\$1.98

Crown
Tested
Quality

Smart Dotted Dress Above

5 X 519—Sale value—Dress of smooth, dotted Rayon-and-Cotton Challis. Lovely lingerie trim consists of detachable vestee and cuffs made of white piqué with lace edging. Shirring at front shoulder-yokes. Sectional, flared skirt-front.

COLORS: Navy blue or wine, each with white. SIZES: 37 to 59 bust measure. Length about 49 inches. Our low Sale price, only... \$1.98

Postage 8¢ extra.

Choice: Long or Short Sleeves

Tailored to your taste! Sale-priced Dress of Spun All-Rayon Challis with soft, frosty weave. Crown-Tested: approved by the Better Fabrics Testing Bureau and our laboratory. Choice of long or short sleeves. Simulated, button-trimmed front-opening. Sectional skirt is flared at front.

COLORS: Dark Oxford gray, deep wine or navy. SIZES: 37 to 59 bust. Length about 49 inches.

3 X 892—With long sleeves..... } \$1.98

3 X 893—With short sleeves..... } Postage 8¢ extra.

At Right: Coat-Dress, \$1.79

5 X 518—Checked for charm! This Coat-Dress is a real find at our low Sale price! It's of woolly, Woven Cotton Shepherd Check. A full-length, scalloped front-opening. Buttons and buckle are in contrasting color. Simulated 'Kerchief' in pocket. Long sleeves. Pleated at front of skirt.

COLORS: Black or navy blue, each with white check. SIZES: 37 to 59 bust. About 49 inches long; a 2-inch hem. Sale price... \$1.79

Postage 8¢ extra.

WOVEN
SHEPHERD
CHECK

5 X 518

\$1.79

Slip-Over Aprons

Any 3 FOR \$1.00



5 X 96

\$1.59 EACH
OR 2 FOR
\$3.00

5 X 96—Above: Sale bargain: fast-color Slip-over Aprons. The cross-panels from shoulders meet the skirt in back (see the small view). White bias-tape trimming. Select ANY three, in a choice of patterns, colors and sizes.

Apron A: Percale. Navy with white print. Apron B: Percale. Rose with Copen blue-and-white print; navy with red-and-white print; Copen blue with red-and-white print. Apron C: Of Woven Gingham in multi-color plaid.

SIZES: 37 to 59 bust. Length about 41 inches. Price for ANY THREE APRONS. Postage 8¢ extra. **\$1.00**

\$1.59 or 2 for \$3.00

5 X 511—At Right: This smart Uniform is a fine Sale value! Of smooth Cotton Broadcloth. Opens to waist. Long sleeves. Flared skirt; patch pocket.

All-white; also fast-color wine or Copen blue, each with white cuffs and collar. SIZES: 37 to 59 bust. About 49 inches long. **\$1.59**

Postage 8¢ extra.

SPECIAL SALE OFFER:

2 for \$3.00 Postage 14¢ ex.

10 LANE BRYANT
NEW YORK, N. Y.

5 X 511
COTTON
BROADCLOTH
Uniform

5 X 510
PRINT
CLOTH



5 X 509
PRINT
CLOTH
COAT
DRESS



Choice of
THREE
STYLES

\$1.29
EACH

Any 2 FOR \$2.50

5 X 509—Above: This Sale-priced, fast-color Coat-Dress is of striped Cotton Print Cloth. White rick-rack braid trim. Buttoned front-opening. Two pockets. COLORS: Navy, wine or black, each with white stripe. SIZES: 37 to 59 bust. About 49 inches long. Price \$1.29. Postage 8¢ extra.

5 X 510—Above at left: Dress of fast-color Cotton Print Cloth. White lace trimming. Shaped waist-yoke. Box-pleat at skirt-front. COLORS: Navy with red-Copen blue-and-white; Copen blue with navy-gray-and-white; lavender with purple-gray-and-white. SIZES: 37 to 59 bust. About 49 inches long; 2-inch hem. Sale price \$1.29. Postage 8¢ extra.

5 X 508—At left: This Sale-priced Dress has a clever buttoned opening below each shoulder-yoke. White rick-rack braid trimming at the shoulder-yokes and pockets. Made of fast-color Checked Cotton Print Cloth. Box-pleat at the skirt-front. COLORS: Aqua green, rose, purple or navy, each with white. SIZES: 37 to 59 bust. About 49 inches long; 2-inch hem. . . **\$1.29**

5 X 508
PRINT
CLOTH

SPECIAL SALE OFFER: ANY
2 of the three styles \$2.50 Post. 14¢

Sale 88¢ each

FAST
COLOR
PRINTED
PERCALE



(A) 5 X 512—Gay, printed Percale Dress, sale-priced 88¢! Fast-color. Notched collar. Pleat in each sleeve. Box-pleat at front of skirt. COLORS: Navy or aqua green, each with red-&-white print; or rose with Copen blue-and-white print. SIZES: 37 to 59 bust; about 48 ins. long. **88¢**
Postage 6¢ extra.

(B) 5 X 516—Dress of fast-color, Striped Percale. Harmonizing color bias tape trim at shoulder-yokes. Button-trimmed simulated front-opening; box-pleat at skirt-front. COLORS: Copen blue, green, navy, each with white. SIZES: 37 to 59 bust. About 48 inches long. Sale price. **88¢**
Postage 6¢ extra.

(C) 5 X 513—Sale buy at 88¢! This Dress is of fast-color Printed Percale in a paisley pattern. White pique collar. A box-pleat at the skirt-front. COLORS: Copen blue or green, each with navy-and-red print; or rose with wine-and-blue print. SIZES: 37 to 59 bust meas. Length about 48 inches. Our Sale price. **88¢**
Postage 6¢ extra.

(D) 5 X 515—Fast-color Dress of Print Percale. Contrasting piping at the shoulder yokes. Pleat in each sleeve. Sectional, flared skirt-front. COLORS: Copen blue, rose or green, each with navy-and-white print. SIZES: 37 to 59 bust. About 48 inches long. **88¢**
Postage 6¢ extra.

(E) 5 X 517—Sale buy! A Twin-Dot Dress of fast-color Percale. Bands of lighter twin print at neck and front. Box-pleat at the skirt-front. COLORS: Navy, lavender, green or black, each with white dot. SIZES: 37 to 59 bust. About 48 inches long. Price. **88¢**
Postage 6¢ extra.

(F) 5 X 514—Dress of fast-color Printed Percale. White organdie ruffle trim. Pleat in each sleeve. Sectional, flared skirt-front. COLORS: Copen blue with red-and-navy; lavender with green-&-rust; rose with Copen blue-and-green. SIZES: 37 to 59 bust measure. Length about 48 inches. Sale price... **88¢**
Postage 6¢ extra.

Sale!

HOUSE COATS



(A)
WOVEN
STRIPED
ALL-RAYON
TAFFETA
\$2.79



(B)
BORDERED
PRINT
CLOTH
\$1.98



(D)
BLANKET
CLOTH
ROBE
\$1.98



(C)
VELVETEEN
CHENILLE
\$2.79



(E)
VELVETEEN
CHENILLE
\$4.95

(A) 6 X 990—An amazing Sale value at \$2.79! This luxurious House Coat is of soft, rustling All-Rayon Taffeta with a stunning, woven silvery stripe. Has a smartly tailored collar; flattering puffed sleeves. Flared, ankle-length skirt. Inside ties; all-around belt.
COLORS: Royal blue or wine, each with woven silvery stripe. SIZES: 37 to 59 bust; about 55 ins. long. . . .
Postage 8¢ extra. **\$2.79**

(B) 6 X 991—This lovely House Coat is Sale-priced only \$1.98. It's made of superior quality, fast-color Cotton Print Cloth in a bordered design.

The bordered pattern trims the puffed sleeves and runs from each shoulder to the hem, outlining the front-opening. An extra-long (30-inch), non-rust Talon slide fastener. Soft shirring at the shoulders. Graceful, ankle-length skirt.

COLORS: Navy blue with red-Copen blue-and-white print; Copen blue with red-navy-and-white print. SIZES: 37 to 59 bust. About 55 ins. long. . . .
Postage 8¢ extra. **\$1.98**

(C) 6 X 980—This warm House Coat is of deep-tufted, Cotton Velveteen Chenille bands on fine, 97% pre-shrunk Muslin sheeting. Reduced in price!

Fast-color—entire garment is dyed after it's made so banding will match the backing exactly. Stays fluffy after washing; needs no ironing. Triple row of banding edges the neckline and front opening. Flared ankle-length skirt.

COLORS: Royal blue; wine; white. SIZES: 38 to 52 bust meas. only. About 55 inches long. Reduced to
Postage 8¢ extra. **\$2.79**

Shown Above

(D) 6 X 989—Sale buy at \$1.98! Warm Robe made of soft, firm Cotton Blanket Cloth in a figured design or plain colors. 2-tone rayon cording forms the belt and trims collar, pocket and simulated cuffs.

COLORS: Wine or royal blue, each with rose design; also in plain wine, chocolate brown or light navy. SIZES: 38 to 54 bust. About 50 inches long. . . .
Postage 12¢ ext. **\$1.98**

At the Left

(E) 6 X 992—A House Coat of superior Cotton Velveteen Chenille; as lovely as fine, ribbed velvet. Sale value at \$4.95!

Has an extra-long (30-inch), non-rust Talon slide fastener. The pocket and long bell sleeves feature an interesting use of the self-stripes. Ankle-length skirt.

Colors: Wine; royal blue; ashes-of-roses. Sizes: 37 to 59 bust. About 55 inches long. . . .
Postage 12¢ ext. **\$4.95**

TWO-WAY
STRETCH
"LASTEX"

~~\$298~~
REDUCED TO
\$279

PATENTED
INNER
PANEL TO
FLATTEN
ABDOMEN

17 X 673—Splendid value at our reduced price! You'll wear this Girdle, of our finest "Lastex," for comfort and firm abdominal control.

It has a patented inner reinforcement panel to keep your abdomen flat and give you smooth lines (see the small view). Of superior Two-way Stretch "Lastex" in a well-wearing, fine-knit quality. Will not ride up. A dainty, knit-in design at the front. Four plush-lined garters.

COLOR: Tea-rose only. SIZES: 29 to 40 ins. waist. Length is about 15 inches.

Postage 6¢ extra. **\$2.79**

ADJUSTABLE
ABDOMINAL
BELT

~~\$1.98~~

REDUCED TO

\$1.89

IN TWO
LENGTHS

Reduced to only \$1.89 for this Sale! This very sturdy Adjustable Abdominal Belt of firm Coutil is light-in-weight, yet it will support and flatten your abdomen. Comes in a choice of two lengths. Back is well-boned; the boned front is made of double coutil with a large, shaped, firm surgical elastic section at each side to confine the hips. There are adjustable lacings at each side-front. Non-rust Duplex boning is used. Hooks at side. COLOR: Tea-rose. SIZES: 27 to 48 inches waist.

17 X 760—Front length is about 11½ inches. Our reduced price, only... **\$1.89**
17 X 761—Front length is about 13½ inches. Our reduced price, only... **\$2.19**

Postage 6¢ ext.

Want a Lovelier Figure?

Want to Save Money?

Corset Sale

Correct-Fitting Styles
for EVERY Stout Woman

OF COURSE you want a lovelier figure.

Of course you want to save money... and this Corset Sale grants both of your wishes! From the large variety of styles we offer, you are sure to find a choice of models that will give you a lovelier, slimmer figure, and our LOW SALE prices will save you money!

We offer Adaptolettes, supporters, girdles, corsets, brassieres and bandeaus—most of which are taken right from the pages of our latest big book and reduced in price. Should you be undecided on which garment to select, write to us and we'll send free expert advice.

MADE OF
MERCERIZED
SURGICAL
ELASTIC

HOOKS
IN
FRONT

~~\$3.29~~
REDUCED TO
\$2.98

17 X 600—Priced \$3.29 in our latest book... now reduced for this Sale to \$2.98. This comfortable, figure-sheathing Adaptolette is an all-year-round favorite—we wish we had room to print some of the letters of praise from women who wear it!

It is made entirely of pliable yet very sturdy Bands of Mercerized Surgical Elastic, that are stitched firmly together. So strong and effective, it needs only light boning. Rayon elastic straps stay securely in place. Hooks in the front.

COLOR: Tea-rose only. SIZES: 36 to 58 bust measure. Side length under arm about 19 inches. A fine value at our reduced price... **\$2.98**

Postage 10¢ extra.



How to ORDER

Before ordering an Adaptolette, Belt or Corset, study all the natural lines of your figure, and read every description. Select your model and send us exact measurements of bust, waist and hips, taken rather snugly, over dress with corset on, as pictured above. State length desired.

Reduced to only \$4.79! This fine Adaptolette comes in three lengths. Abdo-Lift Inner Belt is made of Coutil and surgical elastic. Elastic uplift bands; flexible steels, adjusted by laces at each side-front, support a sagging abdomen and relieve back strain. Outer garment is of pre-shrunk Rayon Brocade Cotton; surgical elastic hip sections; well-boned back. COLOR: Tea-rose.
17 X 506—36 to 52 bust; about 19½ ins. side length
17 X 507—36 to 58 bust; about 21½ ins. side length
17 X 508—36 to 58 bust; about 24 inches side length

\$4.79

Post. 10¢

Adaptolette:
Trade Mark
Registered

LANE BRYANT PAGE
39th St. near 5th Ave. 13
NEW YORK, N. Y.

BUST-CONFINING
ADAPTOLETTE
WITH
ABDO-LIFT
INNER BELT

~~\$4.95~~

REDUCED TO

\$4.79

CHOICE OF
THREE
LENGTHS

Prices Reduced!

Bust-Confining Figure-Slenderizing ADAPTOLETTES

—THAT WON'T SLIP OFF YOUR SHOULDERS

REDUCED in price—the five Adaptolettes shown on this page! Each of them is a popular style taken right from our most recent Style Book. Take advantage of our low Sale prices to achieve a slimmer figure and SAVE!

The FIVE Adaptolettes on this page will provide strong, all-over control and smooth, slenderizing lines. They—

- Will not slip off your shoulders.
- Will confine your bust and restrain excess shoulder and underarm flesh.
- Will support abdomen by means of an inner belt or a boned corset-type front.



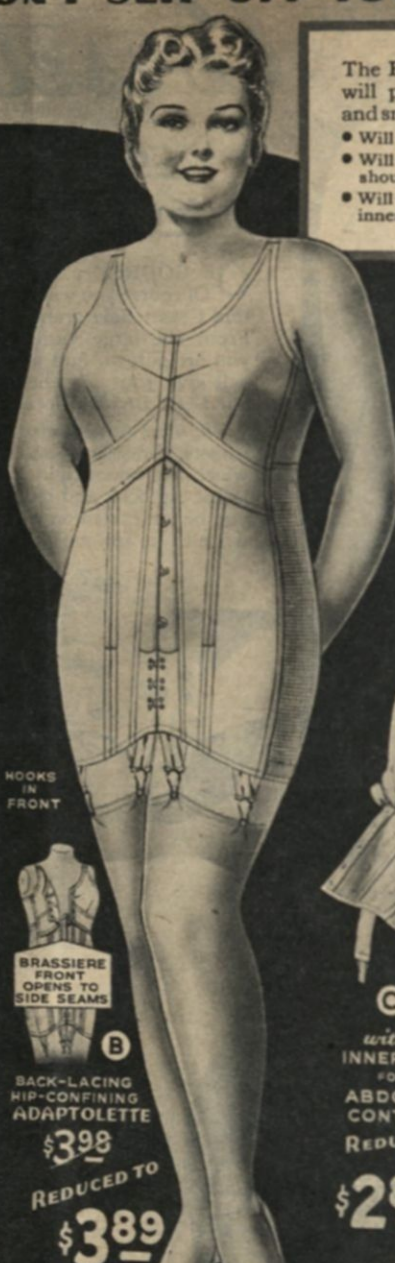
D
with
EXTRA-LONG
ADJUSTABLE
INNER BELT

~~\$4.95~~
REDUCED TO
\$4.79



A
with
INNER BELT

~~\$2.98~~
REDUCED TO
\$2.89



HOOKS
IN
FRONT

BRASSIERE
FRONT
OPENS TO
SIDE SEAMS

B
BACK-LACING
HIP-CONFINING
ADAPTOLETTE

~~\$3.98~~
REDUCED TO
\$3.89



C
with
INNER BELT
FOR
ABDOMEN
CONTROL
REDUCED TO

~~\$2.98~~
REDUCED TO
\$2.89



E
REDUCED TO
~~\$1.98~~
\$1.89

A An unusual value at our low reduced price, \$2.89! This serviceable Adaptolette of Broché, a rayon striped cotton, controls the stout figure from shoulder to thigh. Sections of surgical elastic reduce the hips; built-up top can't slip. A firmly boned back. Hooks down the front.

Boned coutil inner belt (see small view) has cotton surgical elastic sections, and strong elastic bands at the bottom. Side hooks; non-rust boning. COLOR: Tea-rose.

17 X 572—36 to 52 bust. Side length is about 18 inches.

17 X 573—36 to 58 bust. Side length is about 20½ inches.

Sale Price **\$2.89** Postage 8¢ ext.

B Now reduced to \$3.89! This Adaptolette offers you the figure-control and convenience of a separate brassiere and corset! Front-hook built-up brassiere-top is detached at front to the side seams. And the boned corset front has graduated, flexible steel clasp that will flatten your abdomen.

It's of pre-shrunk Cotton Corset Batiste. Adjustable lacing down boned back. Side sections of surgical elastic give firm hip control.

17 X 502—36 to 52 bust. Side length about 20 ins.

17 X 503—36 to 58 bust. Side length about 22½ ins.

Sale Price **\$3.89** Postage 10¢ ext.

C 17 X 595—Reduced in price! This Adaptolette is designed to control and to slenderize your figure. Of Broché, a Rayon-striped Cotton material. Built-up top; up-lift bust sections.

Patented, Lok-Stitched Black Boning is anchored firmly in pockets to prevent it from poking through.

Inner belt is made of boned coutil with surgical elastic side sections and diagonal up-lift bands. The elastic strap at each side is adjustable. The entire garment hooks at the side.

Tea-rose only. SIZES: 36 to 58 bust. Side length about 20½ inches. Postage 10¢ **\$2.89**

D Adaptolette now only \$4.79! Flattens your abdomen due to the extra-long, well-boned inner belt of surgical elastic and coutil with elastic up-lift bands. Adjustable by laces at front; side hooks.

The outer garment is made of Broché, a rayon-striped Cotton fabric. Built-up top. Mercerized surgical elastic at sides. Reinforced and boned at the back and diaphragm. Hooks down front. Superior non-rust boning. COLOR: Tea-rose only.

17 X 400—36 to 52 bust. Side length about 19 ins. **\$4.79**

17 X 401—36 to 58 bust. Side length about 21½ ins. Postage 10¢ ext.

E 17 X 591—Reduced in price for this Sale—truly a marvelous value at only \$1.89! This Adaptolette is of Broché, a sturdy Rayon-striped Cotton material.

The built-up top minimizes the bust and restrains excessive shoulder flesh. Surgical elastic sections control the hips. Well-boned at back; shaped up-lift bust sections (see small view). Hooks at side.

The inner belt is of boned coutil and of surgical elastic with wide uplift bands of elastic for firm support. Side-hooks. COLOR: Tea-rose. SIZES: 36 to 52 bust. Side length about 20½ ins. **\$1.89**

Postage 8¢ extra.

Adaptolette: Trade Mark Registered United States Patent Office

PAGE 14 Send us your correct measurements... we will send correct size

for STOUT WOMEN with EXTRA-LARGE HIPS

Each REDUCED to \$4.79! Adaptolette or Corset for the stout woman whose hips are extra-large (with hips at least 12 inches larger than her waist). Designed to control the hips and make them look more slender. Shaped to fit your figure, they allow plenty of hip-room. And the Adaptolette is NOT too large in the bust.

~~\$4.95~~
REDUCED TO
\$4.79

LACES
IN BACK

WITH
EXTRA-
LONG
ABDOMINAL
BELT

Reduced to only \$4.79! Adaptolette of superior Broché, a Rayon-striped Cotton fabric. For stout women with extra-large hips. Uplift bust sections. Firm boning in back. Detachable, adjustable shoulder straps. Laces in back from waist down.

The extra-long, boned inner belt is of coutil and surgical elastic; a graduated clasp and adjustable straps at the front. Non-rust boning. COLOR: Tea-rose only.
17 X 152—36 to 52 bust. Side length about 20 inches. **\$4.79**
17 X 153—36 to 58 bust. Side length about 22 inches. Postage 10¢ ext.

THI-
REDUCING
BACK-LACE
CORSET

~~\$4.95~~
REDUCED TO
\$4.79

Reduced in price! This Thi-Reducing Back-Lace Corset is shaped to give you roomy, strong hip control! Of Coutil, heavily boned throughout and triply boned at sides to restrain fleshy hips. Double section over abdomen. Surgical elastic sections at front thighs. High front comes 2½ inches above waist; a 10½-inch clasp. COLOR: Tea-rose.

17 X 880—31 to 48 waist; side length about 16 inches. **\$4.79**
17 X 881—32 to 51 waist; side length about 18 inches. Postage 8¢ ext.

These Five ADAPTOLETTES

are carried in stock in SIZES and SHAPES
for various figures
such as these

STEP-IN
ADAPTOLETTE

REDUCED
TO
\$2.89

WITH
TALON
SLIDE
FASTENER

17 X 19—Above: Step-in Adaptolette, reduced to \$2.89! In sizes and shapes for almost every type of stout figure. Made of durable, lustrous material: Rayon-faced Cotton-backed Satin. Well-boned at back from waist down. The non-rust Talon slide fastener has a coutil tongue held flat by tab. Boned coutil inner reinforcement flattens the diaphragm and abdomen; surgical elastic panels at the sides. Rayon trico up-lift bust sections.

COLOR: Tea-rose only. SIZES: 36 to 52 bust. Side length is about 21 inches. Reduced price. **\$2.89**
Postage 8¢ extra.

with Adjustable
REDUCING INNER BELT

17 X 24
17 X 25
~~\$5.95~~

REDUCED TO
\$5.69



LARGE
HIPS

AVERAGE
STOUT

LARGE
BUST



LACES
IN BACK

17 X 28

REDUCED TO
\$2.89

DIAPHRAGM
AND ABDOMEN
CONTROL WITH
INNER BELT

Each Adaptolette described below comes in SHAPES as well as sizes to fit almost every type of stout figure, such as the three examples pictured at the top of this page.

Above: Grand Sale Value

17 X 28—This Adaptolette is now reduced to only \$2.89! It's of Broché, a Rayon-figured Cotton. Hooks in front; laces down back. Flexible front clasp. The patented Lok-Stitched Black Boning can't poke thru! Reduces abdomen due to its boned, side-hook inner belt of surgical elastic and coutil.

COLOR: Tea-rose. SIZES: 36 to 58 bust. Side length about 20 inches. **\$2.89**
Postage 8¢ extra.

At Left: Now only \$5.69

This bust-confining Adaptolette, one of our finest, is made of sturdy, Pre-shrunk Rayon-Brocaded Cotton. Laces down sides for adjustment. The well-boned coutil inner belt holds abdomen in; adjustable slanting straps regulate control of graduated, curved front clasp. Adjustable side-front laces. Built-up top will stay put. Tea-rose only.

17 X 24—36 to 52 bust. Side length about 18½ inches. Now **\$5.69**
17 X 25—36 to 58 bust. Side length about 21 inches. Now **\$5.69**
Postage 10¢ ext.

At Right: Reduced to \$3.89

This Adaptolette is of superior Broché, a Rayon-striped Cotton fabric. Built-up top stays put. Laces in back (see small view). Uplift bust sections. Boned back; surgical elastic hip sections. Long, well-boned inner belt is of coutil and surgical elastic with wide bands of elastic to uplift abdomen. Hooks at the side. COLOR: Tea-rose only.

17 X 32—36 to 52 bust. Side length about 19 inches. Now **\$3.89**
17 X 33—36 to 58 bust. Side length about 21 inches. Now **\$3.89**
Postage 10¢ ext.

DUO-CONTROL
ADAPTOLETTE
WITH
EXTRA-LONG
INNER BELT

~~\$4.95~~ REDUCED TO
\$4.79



Reduced to \$4.79 for this Sale! If you have a large abdomen or fleshy diaphragm, wear this Duo-Control Adaptolette. In sizes and shapes for every type of stout figure. Extra-long front-hook inner belt is made of firmly boned coutil and mercerized surgical elastic; gives strong abdominal support.

Outer garment is of superior Broché, a Rayon-striped Cotton. Mercerized surgical elastic sections restrain hips; boned inside support at diaphragm. Inner reinforcement; of coutil at lower back. COLOR: Tea-rose.
17 X 22—36 to 52 bust. Side length about 18½ inches. Now **\$4.79**
17 X 23—36 to 58 bust. Side length about 20½ inches. Now **\$4.79**
Postage 10¢ ext.

WITH
UP-LIFT
INNER BELT

REDUCED TO
\$3.89

17 X 32
17 X 33

LACES
IN BACK



LANE BRYANT
39th St. near Fifth Ave.
NEW YORK, N. Y.

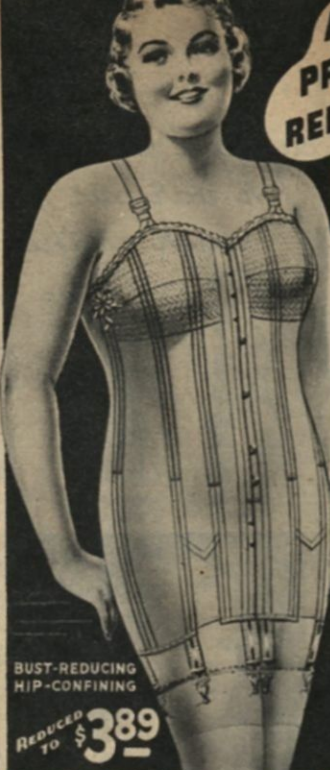
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15



Back-Lace Corset
WITH
Adjustable
ABDO-LIFT BELT
to support
sagging
abdomen

REDUCED
TO
\$3.89

**ALL
PRICES
REDUCED**



BUST-REDUCING
HIP-CONFINING

REDUCED
TO
\$3.89



"Rite-Front"
LACE CORSET

REDUCED TO
\$3.89



STEP-IN
ADAPTOLETTE
WITH
SUPERIOR
QUALITY
"LASTEX"
*
TALON
SLIDE
FASTENER

REDUCED
TO
\$3.89

Reduced to only \$3.89! This Back-Lace Corset with Abdo-Lift Belt is of boned Coutil. Outer garment is high in the back and 2 inches above the waist in front; flexible front clasp. Flattens figure; relieves back strain. Side-hook belt has sections of sturdy surgical elastic. It's slightly bowl-shaped and has curved front steels, adjustable by side laces, to uplift and support a pendulous abdomen. Well-boned. COLOR: Tea-rose only.
17 X 828-30 to 48 waist; 8½-in. front clasp. Side length about 16 inches. **\$3.89**
17 X 829-30 to 51 waist; 9½-in. front clasp. Side length about 18 inches. **\$3.89**
Postage 8¢ ext.

Abdo-Lift: Trade Mark Registered

Reduced in price—popular, bust-reducing and hip-confining Adaptolette. Shaped bust sections of heavy bands of elastic and light boning are adjustable by side laces. Shoulder straps are adjustable.
Remainder of garment is heavy Coutil; non-rust Duplex boning. Adjusted by laces in back. Front hooks. COLOR: Tea-rose.
17 X 820-29 to 45 inches waist. About 17½ ins. side length. 8-inch front clasp. **\$3.89**
17 X 821-29 to 50 inches waist. About 19½ ins. side length. 9-inch front clasp. **\$3.89**
Postage 10¢ ext.

This Rite-Front Lace Corset of Coutil provides firm abdominal support and good back support, too. Reduced to \$3.89!
Well-boned shaped front has full-length laces for easy adjustment; lightly boned tongue under laces. Side-front opening. Cut medium-low in front (two inches above waist); high in back. Surgical elastic inserts in back and across top at front. Non-rust Duplex boning. Tea-rose only.
17 X 800-29 to 46 ins. waist. Side length about 15½ ins. **\$3.89**
17 X 801-28 to 46 ins. waist. Side length about 17½ ins. **\$3.89**
Postage 8¢ ext.

Sale-priced \$3.89! Step-in Adaptolette for firm all-over support. Of pre-shrunk, Rayon-Broadened Cotton Corset Batiste; non-rust Talon slide fastener has a tongue under fastener. Lower back and sides are light-weight, one-way stretch "Lastex"; stretches across at sides, up and down in back. Boned inner reinforcement at abdomen and diaphragm. Color: Tea-rose.
17 X 512-36 to 52 bust; side length is about 19½ inches. **\$3.89**
17 X 513-36 to 58 bust; side length is about 22 inches. **\$3.89**
Postage 10¢ ext.

Adaptolette: Trade Mark Registered



Coiled
WIRE BONING
"Gives" WITH EVERY MOTION

IN
THREE
LENGTHS

REDUCED TO
\$3.89 ~~\$4.79~~

Sale find! Thi-Reducing Back-Lace Corset of Coutil. Elastic inserts and reinforced straps confine and reduce hips and thighs.
Popular Coiled Wire Boning will give you firm, flexible support. Built-up high in back; elastic-topped low front is two inches above the waist. Graduated clasp. Laces down back. COLOR: Tea-rose.
17 X 826-29 to 48 waist. Side length about 16½ inches. **\$3.89**
17 X 827-30 to 48 waist. Side length about 18½ inches. **\$3.89**
Postage 8¢ ext.

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16

Reduced to \$4.79! The comfort of Coiled Wire Boning plus firm support is offered by this Adaptolette of Pre-shrunk, Rayon-Broadened Cotton. Choice of three lengths. Rayon trico bust sections. Surgical elastic side sections. Well-boned back. Inner belt of boned Coutil and elastic. Flexible front steel and diagonal bands uplift the abdomen. COLOR: Tea-rose.
17 X 520-SIZES: 36 to 52 bust. Side length is about 20 inches. **\$4.79**
17 X 521-SIZES: 36 to 58 bust. Side length is about 22 inches. **\$4.79**
17 X 522-SIZES: 38 to 58 bust. Side length is about 24 inches. **\$4.79**
Postage 10¢ ext.



JERSEY COVERED
RUBBER
with Perforations
THAT LET
YOUR SKIN
B-R-E-A-T-H-E!

BOTH Styles
Lace in Back

WITH
TALON
SLIDE
FASTENER
REDUCED TO
\$2.89

JERSEY
COVERED
ON
BOTH SIDES
REDUCED TO
\$2.89

JERSEY
COVERED
ON
INSIDE ONLY
REDUCED TO
\$1.89

Reduced in price to \$2.89! This Step-In Adaptolette is made of heavy, Perforated Genuine Rubber that's covered on the inside only with soft, absorbent Cotton Jersey.
At front, a coutil tongue hooks across under non-rust Talon slide fastener. Inner reinforcement of boned coutil; built-up top (front & back) and seam reinforcements are pre-shrunk cotton corset batiste. Laces at back for adjustment. COLOR: Tea-rose.
17 X 564-36 to 54 bust. Side length is about 19½ inches. **\$2.89**
17 X 565-36 to 54 bust. Side length is about 21½ inches. **\$2.89**
Postage 8¢ ext.

Back-lace Corset of Perforated Genuine Rubber. Two styles, both REDUCED in price. Adjustable by back laces. 8-inch graduated clasp. Flexible non-rust Duplex boning. Color: Tea-rose. Sizes: 31 to 50 inches waist; side length about 15 inches.
17 X 865—Made of best quality Genuine Rubber, covered on both sides with soft Cotton Jersey. Reduced to **\$2.89**
Postage 6¢ extra.
17 X 869—Made of good quality Genuine Rubber, covered on inside only with soft Cotton Jersey. Reduced to **\$1.89**
Postage 6¢ extra.



17 X 862—An abdomen-reducing, boned Coutil, Back-lace Corset. Extra coutil and surgical elastic sections add support at front.

Bands of elastic at top-front and bottom-back. Low bust style; 1½ ins. above waist. 8-in. graduated clasp at the front; hooks below.

COLOR: Tea-rose. SIZES: 31 to 45 waist. About 15½ ins. side length. Reduced to **\$1.89**

Postage 6¢ extra.

17 X 947—Regularly \$1.00! You will like the built-up top of this Comfort Brassiere—it restrains excessive shoulder and underarm flesh. Of rayon-striped Cotton. Wear it with or without a corset.

Lightly boned over diaphragm. Hooks at the side; elastic side inserts. Two garters at the front.

COLOR: Tea-rose. SIZES: 36 to 58 bust. Reduced price. **94¢**

Postage 4¢ extra.

Doctors recommend this Coutil Supporter for weakened abdominal muscles. Adjustable straps, which control side lacings, hold you in. Long corset back; graduated steel clasp. Well-boned. Color: Tea-rose.

17 X 830—SIZES: 31 to 48 waist. About 11 ins. long at front. Now... **\$479**

17 X 831—SIZES: 33 to 51 waist. About 12 ins. long at front. Now... **\$479**

Postage 8¢ extra.

17 X 602—Reduced in price! An Adaptolette of superior 2-way Stretch "Lastex" knitted in ribbed effect. Fashioned band at bottom hugs thighs. Will not ride up. Cotton net lines lace bust-sections. Low-cut back.

COLOR: Tea-rose. SIZES: 29 to 48 waist. Girdle section about 15 ins. long. **\$2.79**

Postage 8¢ extra.

Adaptolette: Trade Mark Reg.

Reduced price! Girdle of Two-way Stretch "Lastex" in plain-back or in laced-back corset style. Front panels of rayon-faced, cotton-backed satin reinforced with pre-shrunk, cotton corset batiste; restrains abdomen. Boned front and back. Tea-rose only. SIZES: 29 to 44 waist. Side length about 15 ins. 8-inch graduated clasp.

17 X 710—With plain back } **\$1.89**

17 X 711—With laced back } **\$1.89**

Postage 6¢ extra.



17 X 920—Specially reduced from \$1.19 to \$1.00! This extra-long, Uplift Brassiere is made of soft, pre-shrunk Cotton Corset Batiste.

Built-up top restrains excessive flesh; can't slip off your shoulders. An elastic comfort insert at each side-bottom. Hooks at the front.

COLOR: Tea-rose. SIZES: 36 to 58 bust. Reduced to **\$1.00**

Postage 2¢ extra.

17 X 900—\$1.19 in our last big book—now reduced to only \$1.00! This Up-Lift Brassiere made of soft pre-shrunk Cotton Corset Batiste.

Flat Talon slide fastener at front with a coutil tongue underneath. Inner diaphragm reinforcement.

COLOR: Tea-rose only. SIZES: 36 to 58 bust measure. Fine value at our reduced price. **\$1.00**

Postage 2¢ extra.

17 X 762—Want a light-weight, abdominal-supporting Belt? Then this is the correct style for you!

Of sturdy Coutil; adjustable by laces in the back. The flexible front boning and bands of surgical elastic uplift and flatten the abdomen. Belt hooks at the side.

COLOR: Tea-rose. SIZES: 31 to 48 waist. Reduced to **94¢**

Postage 6¢ extra.



Sale-priced! Girdle and Pantie-Girdle of Two-way Stretch "Lastex"! Inside, two cross-crossed bands of wide surgical elastic flatten abdomen; V-shape boning at top-back. Color: Tea-rose. SIZES: 29 to 40 waist. About 15 inches long.

17 X 667—Girdle pictured. Four plush-lined garters... **94¢**

17 X 672—Pantie-Girdle (not shown). Rayon tricot; no garters. Price... **94¢**

Postage 6¢ ext.

17 X 656—Light-in-weight Girdle of Two-Way Stretch "Lastex." Won't ride up.

Non-rust Talon slide fastener has a plush-lined tongue beneath. The four garters are plush-lined.

Tea-rose only. SIZES: 29 to 40 waist. Length about 15 inches. Reduced to **94¢**

Postage 6¢ extra.



Our Finest Brassiere WITH "LASTEX" insert

\$1.69 REDUCED TO **\$1.59**

17 X 950—Truly an unusual value at our low, reduced price, only \$1.59!

Want a lovely bustline? Get this Uplift Brassiere of a fine, Rayon-face, Cotton-back Satin. The bust sections are tucked and shaped to give you youthful lines.

"Lastex" insert at the center-front over diaphragm. Adjustable straps. Hooks at the side.

COLOR: Tea-rose. SIZES: 36 to 52 bust. Reduced to **\$1.59**

Post. 2¢

Extra-Long BUST CONFINER • HOOKS IN FRONT

\$1.29 REDUCED TO **\$1.19**

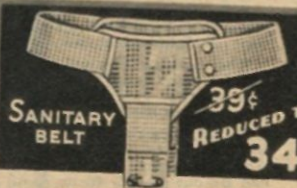
17 X 992—\$1.29 in our last book! If your figure is "heavy on top," we suggest this Bust-Confiner; it will make your bust look smaller.

Built-up non-slip top restrains excessive flesh. Of Rayon-striped Cotton material; elastic sections at sides. Garment hooks in front.

Extra-long—it comes down well over diaphragm.

Tea-rose. SIZES: 36 to 58 bust. **\$1.19**

Post. 2¢



52 X 49—Sanitary Belt reduced to **34¢**! It's of good quality Broché, a durable rayon-striped cotton fabric, and of cotton elastic. Belt snaps at one side. Won't bind; cannot slip. Safety pins included. COLOR: Pink. SIZES: 26 to 50 waist. Now **34¢**

Postage 2¢ extra.



\$1.19 REDUCED TO **\$1.00**

DIAPHRAGM REDUCER

[TO BE WORN OVER CORSET]

At Right: Only \$1.00

17 X 740—Was \$1.19! Wear this Diaphragm Reducer over corset, as pictured. Pulls in diaphragm 2 to 3 inches; prevents bulging. It's of Mercerized Elastic Webbing and strong tape. Front hooks.

COLOR: Tea-rose. SIZES: 30 to 46 waist. Reduced to **\$1.00**

Postage 3¢ extra.

ADJUSTABLE-LENGTH SLIPS

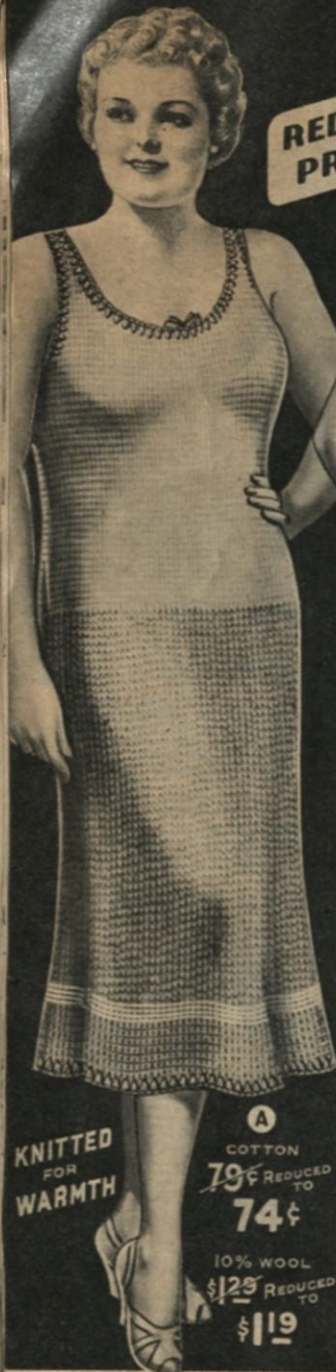
for TALL, AVERAGE or SHORT Stout Women

**REDUCED
PRICES**

Simply
cut along
hemstitching
to length
desired

Four Slips (styles
B, C, D, E), each
ADJUSTABLE
to your height.

If you're tall,
the full-length is
perfect. If you're
average height or
short, cut along
one of the 3 rows
of hemstitching
and presto—your
slip is just right
in length, pleated
at bottom, and
is ready to wear.



**KNITTED
FOR
WARMTH**

A

COTTON
~~79¢~~ Reduced TO
74¢
10% WOOL
~~\$1.25~~ Reduced TO
\$1.19



B

**BROCADED
RAYON
TAFFETA**
~~\$1.19~~
REDUCED TO
\$1.00



C

**COTTON
BROADCLOTH**
74¢
**NON-CLING
PONGETTE**
94¢
ALL-RAYON TAFFETA
\$1.98



D

**RAYON
TAFFETA**
\$1.29
**COTTON
BROADCLOTH**
**TEA ROSE or
WHITE ONLY**
79¢

**SHADOW-PROOF
BACK Wrap-Around SLIP**

A Knitted Princess Slip in two qualities, each reduced in price. Elastic rib-stitch. "Sta-Up" top can't slip off. Shell-stitched; high-cut back. Drawstring-neck. SIZES: 38 to 52 bust; about 48 ins. long.
12 X 601—Of fine Cotton. In medium gray or buff, each with contrasting color stripes; also in cream-white. Now. Postage 6¢ extra. **74¢**
12 X 720—10% Wool; rest fine Cotton: tea-rose, cream-white, buff, medium gray, each with self-color stripes. Postage 6¢ ext. **\$1.19**

B 12 X 156—Reduced to \$1.00! This Slip is of attractive Brocade All-Rayon Taffeta.
Adjustable shoulder straps. A semi-built-up top. Reinforced seams.
This bias-cut Slip will be the right length for you whether you're tall, average height or short.
COLOR: Tea-rose only. SIZES: 36 to 58 bust. About 50 inches long (it can be cut to 48, 46 or 44 inches)... Postage 6¢ **\$1.00**

At Right: Choice of Three Fabrics

C Low Sale prices! This tailored Slip will be the right length for you, whether you're tall, of average height or short (see editorial at top of page). Flat folds at each hip for roominess. Built-up drawstring top. Hemstitching trims top. Well-reinforced seams. SIZES: 36 to 58 bust. Length about 50 inches (can be cut to 48, 46 or 44 inches).
12 X 59—Of durable Cotton Broadcloth. COLORS: White or tea-rose. Our low reduced price, only... **74¢**
12 X 60—Of Non-cling Cotton Pongette. COLORS: Tea-rose, tan, white, black or navy. Reduced to... **94¢**
12 X 68—Firm All-Rayon Taffeta. COLORS: Tea-rose; white; navy; black; Dubonnet wine. **\$1.98**
Postage 6¢ extra on each.

D Built-up Slip in your choice of two fabrics, each specially Sale-priced! It's easy to adjust to your height (see editorial at top of page). Hemstitching trims the top. Back wrap-around provides hip-room and makes the Slip shadow-proof. Reinforced seams.

SIZES: 36 to 58 bust. About 50 ins. long (can be cut to 48, 46 or 44 inches).
12 X 71—All-Rayon Taffeta. Black; navy; tea-rose; white. Reduced price... **\$1.29**
Postage 6¢ ext.
12 X 173—Cotton Broadcloth. COLORS: Tea-rose or white. Our low Sale price... **79¢**
Postage 6¢ extra.

At Left: Only \$1.00!

E 12 X 827—Lovely bias-cut Slip of durable All-Rayon Taffeta — Sale-priced \$1.00! Semi-bodice top is shaped for perfect fit; dainty matching color embroidery. Adjustable straps. Easy to adjust to your height. Reinforced seams.
COLORS: Tea-rose; black. SIZES: 36 to 58 bust. About 50 ins. long (can be cut to 48, 46 or 44 inches)... **\$1.00**
Postage 6¢ ext.

SPECIAL VALUE!
**EMBROIDERED
RAYON
TAFFETA**
\$1.00

Every Slip REDUCED in PRICE for this SALE

F IN THREE DIFFERENT LENGTHS
RAYON FLAT CREPE
~~\$1.98~~
REDUCED TO
\$1.89

**SHADOW-PROOF
BACK Wrap-Around SLIP**

**LUSTROUS SATEEN
THREE DIFFERENT LENGTHS**

Reduced in price! This Slip is of lustrous Sateen. In 3 lengths: for short, average or tall stout women. Flat folds at sides for hip-room. A built-up drawstring top; reinforced seams. COLORS: Navy blue, black, pink, white or tan. SIZES: 36 to 58 bust.
12 X 821—About 45 inches long.
12 X 822—About 48 inches long.
12 X 823—About 51 inches long.

Our low Sale price, only **94¢** Postage 6¢ ext.

H RAYON TAFFETA WITH EMBROIDERED FLOUNCE
~~\$1.29~~
REDUCED TO
\$1.19

J NAINSOOK
74¢
RAYON JERSEY
~~\$1.49~~
ALL-RAYON FLAT CREPE
\$1.89

**SHADOW-PROOF
REDUCED PRICES**

F This Slip is reduced to \$1.89! In choice of 3 lengths: a 45-inch length for short women, 48-inch length for women of average height, 51-inch length for tall women.

Of All-Rayon Flat Crepe. The back wrap around makes slip shadow-proof; side folds for hip-room. Drawstring at the neck.

COLORS: Black, navy blue, tea-rose or white. SIZES: 36 to 58 bust.

12 X 35—Length about 45 ins., for short women.
12 X 36—Length about 48 ins., average length.
12 X 37—Length about 51 ins., for tall women.

\$1.89 Postage 6¢ ext.

At Right: \$1.00

G 12 X 152—Formerly \$1.19! A lovely Slip of luxurious, Brocaded All-Rayon Taffeta. The built-up, drawstring top can't slip. Flat folds at the sides for hip freedom. Firmly reinforced seams. Tea-rose only. SIZES: 36 to 58 bust. About 48 inches long. Postage 6¢ **\$1.00**

G BROCADED RAYON TAFFETA
~~\$1.19~~
REDUCED TO
\$1.00

K RAYON SATIN on RAYON FLAT CREPE
~~\$1.98~~
REDUCED TO
\$1.89 EACH

Above: Now \$1.19

H 12 X 170—Exceptional value at our reduced price, only \$1.19! We've made this handsome Slip of fine quality All-Rayon Taffeta. The lovely flounce around the bottom has a rich embroidered pattern.

Bias-cut bust sections for smooth fit. The top is shell-finished. Adjustable straps. Reinforced seams.

COLORS: In navy blue or black, each with white embroidery; also tea-rose with self-color embroidery. SIZES: 36 to 58 bust meas. Length is about 48 inches. Reduced to... **\$1.19** Postage 6¢

Smart Slip Above

J Long-wearing Slip in a choice of three fabrics, each reduced in price! Flat folds at the sides for hip freedom. 16-inch, shadow-proof hem; drawstring top is built-up. SIZES: 36 to 58 bust. About 48 ins. long.

12 X 850—Of Nainsook. COLORS: White; tea-rose. Our reduced price... **74¢** Postage 6¢ extra.

12 X 773—Superior Rayon Jersey. In pink, white, black or navy... **\$1.49** Postage 6¢

12 X 932—Fine All-Rayon Flat Crepe. In tea-rose, white or navy... **\$1.89** Postage 6¢

At Left: Smooth-fitting, Four-Gore Slip

K Reduced to \$1.89 for this Sale! For perfect fit, choose this luxurious Slip. It is made in a four-gore style to prevent any twisting; the well-shaped, bias-cut bust sections will give you smooth lines. Choice of two fabrics.

Dainty Lace and matching embroidered design trim front. Adjustable shoulder straps; reinforced seams. COLORS: Tea-rose; white. SIZES: 36 to 58 bust. About 48 ins. long.

12 X 825—Of fine quality, lustrous All-Rayon Satin. Reduced to... **\$1.89** Postage 6¢

12 X 824—Of fine quality All-Rayon Flat Crepe. Our reduced price... **\$1.89** Postage 6¢

Sale! REGULAR SIZE HOSE

for Stout Women
who do NOT need Outsize

ADAP-TOP HOSE

Normal Stretch
from toe to knee
DOUBLE Stretch
above the knee

Reduced! OUTSIZE HOSE

• EXTRA-WIDE
• EXTRA-LONG

(B)
GENUINE
SILK
FULL-
FASHIONED
SERVICE
WEIGHT
OR
CHIFFON
WEIGHT

REDUCED TO

2 PAIRS
FOR
94¢



In
THREE
Different
Lengths

GENUINE
SILK
FULL-
FASHIONED
SERVICE
SHEER
79¢
REDUCED TO
74¢
PAIR

(A) Now only 74¢—Regular-size Hose in three lengths: for women with short, medium-length or long legs.

Full-fashioned of Genuine Thread Silk in sturdy Service-sheer weight. French heel; picot-edged double top. Reinforced at the garter top, heel, sole and toe. COLORS: Butterscotch beige, sand-beige, dark gun-metal, hazelnut, copper beige or dust-beige.

18 X 32—Short: About 28" long. Sizes: 8½ to 9½
18 X 33—Medium: About 31" long. Sizes: 9 to 10½
18 X 34—Long: About 34" long. Sizes: 9½ to 11

74¢
Postage
2¢ ext.

(B) Reduced to Two pairs for only 94¢! This regular-size Genuine Thread Silk Hose is Full-fashioned. Picot-edged double top; reinforced feet. COLORS: Butterscotch beige, copper beige, sand-beige, graydust, hazelnut or dark gun-metal. SIZES: 9 to 11.
18 X 30—Service weight; lisle top.
18 X 31—Chiffon weight; silk top.
REDUCED **2 pairs for 94¢** Post. 3¢

(C) Regular-size Genuine Thread Silk Hose. Seamed back; fashioning marks. Picot-edged double top.

Copper beige, butterscotch beige, dark gun-metal, sand-beige, hazelnut or light gun-metal. SIZES: 9 to 11.
18 X 281—Service weight. Toe, lower heel and top of cotton. Seamless sole.
18 X 277—In Chiffon weight. Heavy silk sole; double garter top of silk. Sturdily reinforced, seamed foot.
REDUCED **3 pairs for 94¢** Post. 4¢

(C)
GENUINE
SILK
SERVICE
WEIGHT
OR
CHIFFON
WEIGHT

REDUCED TO

3 PAIRS
FOR
94¢

GOLD
STRIPE
ADJUSTABLES
[MADE BY
GOTHAM]
ADAP-TOP
REGULAR SIZE HOSE
EXTRA-Size Top

GENUINE
SILK
FULL-
FASHIONED
SERVICE
WEIGHT
OR
CHIFFON
WEIGHT

\$1.00
PAIR
OR 3 PAIRS
FOR
\$2.85



Full-fashioned, Genuine Thread Silk Adap-Top Hose by Gotham. For women whose legs are large above the knee only. They're regular size below the knee but have an extra-size top—will give normal stretch from toe to knee and double stretch above.

They're adjustable to any height. If you're tall, wear the hose full length. If you're average height or short, fold the top in at one of the adjustment stripes. The Gold Stripe ravel stop prevents garter runs. Reinforced feet and soles. COLORS: Copper beige, butterscotch beige, hazelnut, dust beige, graydust or dark gun-metal. SIZES: 9 to 11.
18 X 76—Service weight. Per pair.... **\$1.00**
18 X 77—Clear chiffon weight. Pair.... **\$1.00**
Postage 2¢ per pair.

SPECIAL SALE OFFER: ANY **3 pairs for \$2.85** Postage 4¢ ext.



with
ELASTIC
RIBBED
TOPS
that
STRETCH

COMBED COTTON
4 PAIRS FOR 94¢

MERCERIZED
COTTON
3 PAIRS FOR 94¢

In two qualities, both reduced in price! If your legs are heavy all over, but especially above the knee, get this Outsize Hose. The wide, elastic-ribbed top stretches comfortably. Seamed back; seamless sole. Firmly reinforced. SIZES: 9 to 11.
18 X 238—Good quality Combed Cotton. COLORS: French nude, dark gun-metal, hazelnut or black.... **4 pairs for 94¢**
Postage 5¢ extra.
18 X 3—Of superior quality Mercerized Cotton. Fashioning marks at the back. COLORS: Dark gun-metal; butterscotch beige; hazelnut; French nude; also in black. Reduced to... **3 pairs for 94¢**
Postage 4¢ extra.

MERCERIZED LISLE
FASHIONED • SEAMLESS SOLES



GOOD QUALITY
3 PAIRS FOR 94¢

SUPERIOR QUALITY
2 PAIRS FOR 94¢

Outsize Mercerized Lisle Hose, reduced in price! Double top; reinforced. Fashioned and knit to fit comfortably. COLORS: French nude; hazelnut; pigeon gray; butterscotch beige; dark gun-metal; also black or white. SIZES: 9 to 11½.
18 X 280—Good, durable quality. Seamless. Our price... **3 pairs for 94¢**
Po. 4¢

18 X 224 — In superior quality. Seamless sole. Seamed back; fashioning marks. **2 pairs for 94¢**
Po. 3¢

REDUCED
PRICES

SURGICAL HOSE "LASTEX" OF TWO-WAY S-T-R-E-T-C-H

ALL Prices REDUCED for this Sale only!

SINGLE STOCKING
18 X 304
\$3.49
SAME HOSE IN FACTORY SECONDS
18 X 306
\$1.79
FOR SINGLE STOCKING

SINGLE STOCKING
18 X 305
\$3.39
SAME HOSE IN FACTORY SECONDS
18 X 307
\$1.75
FOR SINGLE STOCKING

Reduced in price—our famous Surgical Hose of Two-Way Stretch "LASTEX"! Recommended by doctors for sprains, swollen or weak ankles, heavy legs and varicose veins. In two styles—full length and knee-length. They look no heavier than service weight hose, for their hair-like rubber threads are concealed inside of strands of extra-strong lisle. Knitted to fit without a seam. Easy to wash. COLOR: Neutral beige. SIZES: 9 to 11½. Please state hose size.

At Left: Full-Length

Full-length: open toe. Heel and top of lisle twisted with genuine silk; legs of "Lastex." Wear in place of or underneath other hose.
18 X 304—For Single Stocking. Reduced from \$3.75. Price, each.... **\$3.49**
Postage 3¢ extra.

Same Hose; Factory Seconds

18 X 306—Lastex hose—factory seconds. Slightly imperfect; durability not impaired. Same style as 18 X 304. Money returned if you're not satisfied. Reduced from \$1.90. Price for Single Stocking.... **\$1.79**
Postage 3¢ extra.

At Right: Knee-Length

Knee-length style; note the open toe. The hemmed top prevents slipping or wrinkling. Will not be noticed even under sheer hose.
18 X 305—For Single Stocking. Reduced from \$3.65. Price, each.... **\$3.39**
Postage 3¢ extra.

Same Hose; Factory Seconds

18 X 307—Lastex hose—factory seconds. Slightly imperfect; durability not impaired. Same style as 18 X 305. Money returned if you are not satisfied. Reduced from \$1.85. Price, for Single Stocking.... **\$1.75**
Postage 3¢ extra.



KNEE
HIGH
•
OPEN
TOE

FULL-
LENGTH
•
OPEN
TOE

OUTSIZE HOSE • EXTRA-WIDE • EXTRA-LONG

Reduced Prices!



RAYON
SERVICE
WEIGHT

FORMERLY
3 PAIRS
FOR
\$1.00

NOW
4 PAIRS
FOR
\$1.00

SEAMLESS
SOLES

GENUINE
SILK
FULL-
FASHIONED
SERVICE
WEIGHT
OR
CHIFFON
WEIGHT

89¢
PAIR

REDUCED
TO
79¢
PAIR

Genuine Thread Silk Outsize Hose, now only 79¢! Comes in full-fashioned Service weight or Chiffon weight.

It is extra-WIDE throughout and extra-long. Has French Heels; plaited double garter tops. COLORS: Dark gun-metal; dust-beige; hazelnut; butterscotch beige. SIZES: 9½ to 11. 18 X 42—Service weight. Mercerized lisle reinforcements. Formerly sold for 89¢. Now reduced to only 79¢. Postage 2¢ pair.

18 X 28—Chiffon weight; silk from top to toe. Sturdily reinforced feet. Formerly \$1.00. Reduced to 79¢. Postage 2¢ pair.

Big Sale Savings!

18 X 231—In this great Sale, you get FOUR pairs of these Hose for what you formerly paid for three pairs—four pairs for only \$1.00!

This Outsize Hose is of fine quality Rayon in Service weight. Double top of lisle stretches to fit.

Firmly reinforced at sole and upper French heel; toe and lower heel are of lisle. Seamless sole; seamed back; fashioning marks.

COLORS: Light gun-metal; dark gun-metal; hazelnut; butterscotch beige; sand-beige; black. SIZES: 9 to 11. 4 pairs for \$1.00

For hosiery color dictionary please see page 65 of our Fall and Winter Style Book

ALL-WOOL
ANKLETS

REDUCED TO
36¢
PAIR

SEAMLESS SOLES

18 X 124—Reduced in price! All-Wool Anklets to fit stout women who wear regular size or outsize hose. Wear them alone or over your hose. Ribbed tops. Fashioned; seamless soles. COLORS: Teakwood (dark tan); dark gun-metal; navy blue; dusty pink; powder blue. SIZES: 9½ to 11½. Reduced to 36¢. Postage 2¢ extra.



FASHIONED
65% WOOL-
and-SILK

REDUCED
TO
94¢
PAIR

SEAMLESS
SOLES

18 X 182—For warmth in winter, wear this superior Outsize Hose; now reduced to only 94¢ per pair! It's of about 35% Wool, 30% Silk and balance Cotton. Fine enough to wear with your dressy clothes.

Fashioned, knit to fit. Double garter top. The seamed back has fashioning marks. Seamless sole.

COLORS: Camel tan, teakwood (a dark tan), dark gun-metal or black. SIZES: 9½ to 11½. 94¢. Postage 2¢ extra.

ADAP-TOP

TRADE MARK

EXTRA-SIZE HOSE WITH DOUBLE STRETCH ABOVE THE KNEE



ADAP-TOP
EXTRA-SIZE HOSE
WITH DOUBLE-EXTRA TOP

GENUINE SILK
FULL-
FASHIONED
SERVICE SHEER

\$1.19
PAIR
REDUCED TO
\$1.00
PAIR

HEEL-WITHIN-A-HEEL

18 X 26—Reduced from \$1.19 to \$1.00 . . . you save 19¢ on each pair!

This lovely Outsize Adap-Top Hose is for women whose legs are stout below the knee and extra-stout above.

FULL-fashioned of Genuine Thread Silk in service sheer weight.

Made with a "heel-within-a-heel" giving double reinforcement and wear, without bulk. This hose is extra-size below the knee, and DOUBLE-extra size above. Well-reinforced.

COLORS: Butterscotch beige, dust-beige, hazelnut, graydust, sand-beige or dark gun-metal. SIZES: 9½ to 11½. \$1.00

Postage 2¢ extra per pair.



ADAP-TOP
EXTRA-SIZE HOSE
WITH DOUBLE-EXTRA TOP

GOLD STRIPE
[MADE BY GOTHAM]

GENUINE SILK
FULL-FASHIONED
HEAVY
SERVICE WEIGHT
OR
CHIFFON WEIGHT

\$1.35
PAIR

3 PAIRS FOR \$3.90

Stout below the knee and Extra-stout above the knee? Then choose this FULL-fashioned, Gold Stripe Adap-Top Hose made by Gotham.

Of superior Genuine Thread Silk in choice of 2 weights. Gold Stripe ravel stop. Extra-size below the knee, double-extra size above.

COLORS: Graydust, butterscotch beige, dark gun-metal, dust-beige or hazelnut; also comes in black or white. SIZES: 9½ to 11½.

18 X 80—Heavy Service weight; 4-inch lisle top; lisle reinforced feet. \$1.35

18 X 81—Clear Chiffon weight; silk from top to toe; well-reinforced. \$1.35

Special Sale 3 pairs for \$3.90 Post. 4¢

DOUBLE-EXTRA Outsize HOSE

Specially Priced



FASHIONED
SEAMLESS

MERCERIZED
LISLE

59¢
PAIR

REDUCED
TO
54¢
PAIR

with ELASTIC
RIBBED TOPS
that STRETCH

2 PAIRS FOR \$1.00

18 X 60—Reduced to 54¢ or TWO pairs for \$1.00! Double-extra Outsize Hose to fit stoutest leg. Of Mercerized Lisle; reinforced heel, sole, toe. Double-extra wide; extra-long. Elastic-ribbed tops stretch to fit. Fashioned; knit to fit; seamless.

COLORS: French nude, hazelnut, dark gun-metal, pigeon gray, black or white. SIZES: 9 to 11½. Reduced price. 54¢

Postage 2¢ extra. SPECIAL OFFER: 2 pairs for \$1.00 Postage 3¢ ext.



GENUINE
SILK
FULL-
FASHIONED

SERVICE
WEIGHT
OR
CHIFFON
WEIGHT

\$1.00
PAIR

Double-Extra Outsize Hose—a fine Sale value at \$1.00! Extra-long and extra-wide to fit the stoutest legs. Full-fashioned of genuine Thread Silk; reinforced; Service or Chiffon weight. COLORS: Butterscotch beige, dark gun-metal; hazelnut; sand-beige; dust-beige; graydust. SIZES: 9½ to 11½.

18 X 456—In sturdy Service weight; with mercerized lisle tops, heels, soles and toes. Our low Sale price. \$1.00

Postage 2¢ extra.

18 X 432—In clear Chiffon weight; silk tops and heels with silk-over-cotton soles and toes. Our Sale price. \$1.00

Postage 2¢ extra.

LANE BRYANT 39th St. near 5th Ave. NEW YORK, N. Y.

PAGE 21

Value ~~\$2.29~~
PAIR

SALE PRICE

\$ **1.98**
PAIR

Choice of Nine Styles

(A) "Walled" last Pump, reduced to only \$1.98! It comes in Black Patent Leather, Brown Alligator-effect Leather, Black Suede or Black Alligator-effect Leather. The self-bow conceals an elastic gore. Sturdy leather sole. 1 1/4-inch "Dutch Girl" wood heel covered to match shoe. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.

16 X 208—Black Patent Leather...
16 X 207—Made of Brown Leather that looks like genuine Alligator...
16 X 206—Of soft Black Suede...
16 X 209—Made of Black Leather that looks like genuine Alligator...
\$1.98
Postage 10¢ pair

(B) Formerly \$2.29; now \$1.98! Step-In Shoe in Black Kid or Suede. Matching elastic side gores. Flexible leather sole; the 1 1/4-inch heel is of simulated leather; rubber top-lift. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.

16 X 203—Black Kid...
16 X 202—Black Suede...
\$1.98
Postage 10¢ pair

(C) Now reduced in price! Moccasin-style Shoe in Black Capeskin Leather or Black Suede. Platform sole. Lacing ties at front. Sole is of leather; 1 1/4-inch "Dutch Boy" heel. SIZES: 4 to 10. Widths: B, C, D, E, EE and EEE.

16 X 761—Black Capeskin Leather...
16 X 762—Black Suede. Per pair...
\$1.98
Postage 10¢ pair.

(D) "Wedgie" of Alligator-effect Leather. In Black or in Brown with a matching, smooth simulated leather heel covering. Leather sole. SIZES: 4 to 10. Widths: B, C, D, E, EE, EEE.

16 X 777—Made of Black Leather that looks like genuine Alligator...
16 X 778—Made of Brown Leather that looks like genuine Alligator...
\$1.98
Postage 10¢ pr.

(E) Sale-priced Shoe in your choice of Black or Blue Capeskin Leather. Matching color Patent Leather tongue and "laced" trim. Smart platform sole. 1 1/4-inch "Dutch boy" wood heel. SIZES: 4 to 10. Widths: B, C, D, E, EE, EEE.

16 X 779—Black Capeskin Leather...
16 X 780—Blue Capeskin Leather...
\$1.98
Postage 10¢ per pair.

(F) Now \$1.98! Saddle Oxford of Calf-finished Leather in two-tone Brown, or White with Brown. It has Goodyear stitched sports rubber sole and a springy, 1-inch heel made of rubber. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.

16 X 791—Two-tone Brown. Pair...
16 X 798—White with Brown. Pair...
\$1.98
Postage 10¢ per pair.

(G) Formerly \$2.29! This "Wedgie" Oxford has harmonizing, simulated water-snake trim. It comes in choice of Black Capeskin Leather, Black Suede or Wine Suede. Sturdy leather sole. SIZES: 4 to 10. Widths: B, C, D, E, EE, EEE.

16 X 767—Black Capeskin Leather...
16 X 763—Of Black Suede Leather...
16 X 764—Of Wine Suede Leather...
\$1.98
Post. 10¢

(H) For work or play, wear these Moccasin-type Shoes! Brown or Black Elk Grain Leather uppers. Long-wearing, one-piece, double-stitched special rubber soles and heels; the heels are lengthened on the inner side in order to support your arch (small view). Metal eyelets; rawhide laces. SIZES: 4 to 11. Wide widths only.

16 X 786—Brown Elk Grain Leather...
16 X 787—Black Elk Grain Leather...
\$1.98
Postage 10¢ pair.

(J) A flexible Oxford in Black Calf-finished Leather or in Black Suede; matching color Alligator-effect Leather trim. Leather sole. A 1 1/4-inch, simulated leather military heel. SIZES: 4 to 10. Widths: B, C, D, E, EE, EEE.

16 X 750—Black Calf-finished Leather; Alligator-effect trim...
16 X 759—Black Suede; same trim...
\$1.98
Post. 10¢

The shoes on this page are for casual, everyday wear, and do NOT have extra-long inner counters.

SALE of Lady Lane Arch-Supporting Shoes

WERE
\$2.98
PAIR

NOW \$2.59 PAIR

OR
ANY 2 PAIRS FOR \$5.00

YOUR CHOICE of SEVEN STYLES

SEVEN Lady Lane Shoes, reduced from \$2.98 to \$2.59—or Any TWO pairs for \$5.00! Every Shoe on this page is—

Made on our own Combination lasts to give ample room thru ball of the foot and snug fit at the heel.

Made with sturdy counter, lengthened on inner side to give support to your arch.

(A) Now \$2.59 or 2 pairs for \$5.00! Lady Lane Shoe on new 'walled' last. In Black Kid or Black Suede. Elastic gore at each side for snug fit. Has all Lady Lane features. 1 1/4-inch "Dutch Girl" wood heel is covered to match shoe. Sizes: 4 to 11. Widths: A, B, C, D, E, EE, EEE. 16 X 444—Black Kid... } **\$2.59**
16 X 443—Black Suede... }
Postage 12¢ pair.

(B) Sale-priced Lady Lane in Black or Blue Kid, or Black Patent Leather. Self-bows trim high front. Lady Lane arch-support features. Elastic at the sides gives snug fit. 1 1/4-inch Cuban heel of wood covered to match the shoe. SIZES: 4 to 11. Widths: C, D, E, EE and EEE. 16 X 2371—Black Kid... } **\$2.59**
16 X 2381—Blue Kid... }
16 X 2361—Black Patent Leather. Price per pair. } Postage 12¢ pr.

(C) Reduced to \$2.59 or 2 pairs for \$5.00! Smart Ties in choice of Black or Blue Kid, or Black Suede. Scalloped effect at front; matching patent leather trim. All Lady Lane arch-support features are included. 2-inch Cuban heel of wood is covered to match the trim. SIZES: 4 to 11. Widths: C, D, E, EE and EEE. 16 X 273—Black Kid... } **\$2.59**
16 X 274—Blue Kid... }
16 X 269—Black Suede... } Post. 12¢

(D) Reduced price! Lady Lane Shoe with an elasticized gabardine "spat" which hugs the foot snugly! In Black Patent Leather or Black Kid. Does NOT have long counter; has all other features. 2-inch Cuban wood heel is covered to match shoe. SIZES: 4 to 11. Widths: C to EEE. 16 X 261—Of a lustrous... } **\$2.59**
16 X 262—Of Black Kid... }
Black Patent Leather... } Post. 12¢

(E) Was \$2.98, now \$2.59 or ANY 2 for \$5.00! Lady Lane Oxford in Black or Brown Kid. Perforation and cut-out trim. All of our Lady Lane arch-support features are included. 1 1/4-inch military heel with a rubber top-lift. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. 16 X 468—Of Black Kid... } **\$2.59**
16 X 469—Of Brown Kid... }
Postage 12¢ pair.

(F) This classic Lady Lane Oxford comes in choice of Hazelnut-Tan Calf-finish Leather with Dark Brown Leather trim (as pictured) or in Black Suede or Brown Suede, each with matching trim of Calf-finish leather. Lady Lane arch-supporting features are included. 1 1/4-inch heel with rubber top-lift. SIZES: 4 to 11. Widths: C, D, E, EE and EEE. 16 X 311—Hazelnut Tan Leather with brown trim... } **\$2.59**
16 X 303—Black Suede... }
16 X 304—Brown Suede... } Post. 12¢

(G) Nurses' Oxford, reduced to only \$2.59 or any 2 pairs on page for \$5.00! In blucher style, it gives firm support. Choice of White or Black Kid. Lady Lane features. Built-up, simulated leather 1 1/4-inch military heel; top-lift of rubber. SIZES: 4 to 11. Widths: A to EEE. 16 X 504—Of White Kid... } **\$2.59**
16 X 505—Of Black Kid... }
Postage 12¢ pair.

For Nurses' Uniform, see page 10
SPECIAL SALE OFFER: ANY 2 pairs on page for **\$5.00** Postage 21¢ ex.



LANE BRYANT
39th St. near 5th Ave.
NEW YORK, N. Y.

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SALE!

Lady Lane ARCH-SUPPORTING SHOES

~~\$4.98~~
T-PAIR
Reduced to **\$3.98**
PAIR

HOW TO ORDER

If you have a Lane Bryant shoe, merely tell us the code size that is stamped on the inside near center of inner sole or on the outside at bottom near the heel; this stamp looks like this → **SIZE 145**

If you've not previously worn a Lane Bryant shoe, please follow these simple instructions:

1. Tell us your correct size and width.
2. If you do NOT know your correct size and width, send us with your order a copy of ALL of the numbers and letters which appear within any shoe that fits your foot comfortably.



with
**FLEXIBLE
INSTEP
TO
PREVENT
CUTTING**



BLACK
PATENT
LEATHER
OR
BLACK
KID



BLACK
KID OR
BLACK
SUEDE



BROWN
OR
BLACK
Crushed
KID

The New "WALLED" Last

Opera Pump Reduced to \$3.98

This very attractive Opera Pump was \$4.98 in our Fall and Winter Style Book! At only \$3.98, it is a value you mustn't miss. There is a flexible elastic gore at the instep to prevent cutting. In your choice of Black Patent Leather or Black Kid. All of our famous Lady Lane arch-support features included. 2-inch Louis wood heel is covered to match the shoe. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. 16 X 375—Black Patent Leather. } **\$3.98** Post. 12¢
16 X 377—Black Kid. Per pair. }

In Black Kid or Black Suede

Save \$1.00! This stunning, Lady Lane Shoe was \$4.98; now it's reduced to only \$3.98! Your choice of Black Kid or Black Suede. Its "walled" last is new and comfortable, too, since it gives you more toe-room! Trimmed with smart cut-outs, stitching, Goodyear welt sole. All our Lady Lane arch-support features included. 1 1/4-inch simulated leather heel. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. 16 X 347—Of Black Kid. . . . } **\$3.98** Postage 12¢ pr.
16 X 348—Of Black Suede. . . }

Smart Alligator-effect Calf Trim

Reduced for this Sale from \$4.98 to only \$3.98! This smart Lady Lane Oxford is made on the new "walled" last of Crushed Kid in your choice of Light Brown or Black. Matching color alligator-effect calf is used to create moccasin effect and "wall" trim at front. All of our famous Lady Lane arch-supporting features are included. A 1 1/2-inch, simulated leather heel. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. 16 X 349—Light Brown Crushed Kid } **\$3.98** Post. 12¢
16 X 350—Black Crushed Kid. Pair }

Lady Lane ARCH-SUPPORTING SHOES

~~\$3.98~~
PAIR
Reduced to **\$3.69**
PAIR



BROWN
OR BLACK
ALLIGATOR-EFFECT
CALF

*The New
"WALLED"
Last*



BLACK OR WHITE KID
WITH
**ORTHOPEDIC
HEELS**



SPECIALLY
CONSTRUCTED
SOLE for
**ADDITIONAL
Arch-Support**

BLACK,
BLUE,
WHITE
OR
BROWN
KID

Moccasin-Type Vamp

An exceptional value at our reduced price, only \$3.69! This tailored Tie is made of Alligator-effect Calf Leather in your choice of Brown or Black. Notice the smart, new "walled" last and moccasin-type vamp. All our Lady Lane arch-support features included. 1 1/4-inch heel of simulated leather. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE. 16 X 394—Brown Alligator-effect Calf } **\$3.69** Post. 12¢
16 X 395—Black Alligator-effect Calf }

Formerly \$3.98; reduced to only \$3.69 for this Sale! This smart Oxford has our famous orthopedic heel—extends under and supports the scaphoid bone, which adjoins the keystone of your longitudinal arch. The top-lift of rubber has two slightly raised, tough rubber-and-linen inserts. This 1 1/4-inch heel gives fine support to weak feet and unsteady ankles.

The shoe comes in your choice of Black or White Kid. All Lady Lane arch-support features. Goodyear welt sole. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

16 X 702—Of Black Kid. Per pair. } **\$3.69** Postage 12¢ pr.
16 X 700—Of White Kid. Per pair. }

Same value! This Oxford is reduced to only \$3.69! It has a specially constructed sole that's extended and curved upward for super-strong support (note the small view). In your choice of Black, Blue, White or Brown Kid. All our Lady Lane arch-support features are included. 1 1/4-inch simulated leather military heel has a rubber top-lift. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 X 435—Of soft Black Kid. . . } **\$3.69**
16 X 436—Of soft Blue Kid. . . }
16 X 437—Of soft White Kid. . . } Postage 12¢ pr.
16 X 438—Of soft Brown Kid. . . }

24 For the details of our Budget Payment Plan, please turn to pages 31 and 32.

FLEXIBLE HAND-TURNED ARCH-SUPPORTING SHOES

Reduced Prices!

HAND-TURNED Shoes are famous for their flexibility and comfort! They're made inside out like a glove, turned by hand and an insole inserted so no stitching can touch feet. This requires soft leathers and finest workmanship.

Here are seven styles, and every pair is SALE-priced. Each shoe has a snug-fitting heel and a leather counter that is purposely lengthened on inner side to support your arch.



BLACK, BROWN
OR WHITE KID

~~\$3.98~~ REDUCED TO
\$3.79
PAIR

BLACK OR
BROWN
KID

REDUCED TO
\$2.89
PAIR



BLACK KID
OR
BLACK
SUEDE

~~\$4.98~~
PAIR

Reduced to
\$3.98
PAIR

These highly popular Shoes are specially reduced to only \$3.79 for this Sale! They cleverly combine firm arch-support and smart foot-lines! Made in Southern Tie style of soft, long-wearing Kid—your choice of Black, Brown or White.

Hand-Turned leather sole; soft, cushion felt insole—so flexible you can bend the shoe almost double. Long inner counter of leather. Perforation trim. 1 1/4-inch heel; rubber top lift. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 X 588—Black Kid. 16 X 589—Of Brown Kid. 16 X 599—White Kid.
Now... **\$3.79** Reduced to **\$3.79** Now... **\$3.79**
Post. 12¢ Post. 12¢ Post. 12¢

Reduced to \$2.89! Step-in Shoe in Black Kid or Brown Kid. Perforated self-applique trimming. Flexible, Hand-Turned leather sole; an insole of leather. Matching elastic at sides for snug fit. Arch-support features included. Built-up, 1 1/4-inch military heel is of simulated leather. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

16 X 170—Of Black Kid... } **\$2.89** Postage 12¢ pr.
16 X 171—Of Brown Kid. }

This Oxford was \$4.98; now it is priced only \$3.98! Choice of Black Kid or Black Suede, each with tip and side applique of stitched, matching patent leather. Hand-Turned leather sole; leather insole. All arch-support features. 1 1/4-inch Cuban wood heel is covered to match trimming. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

16 X 177—Of Black Kid. } **\$3.98** Postage 12¢ pr.
16 X 176—Of Black Suede }

"Soft-Toe"
OXFORDS

SALE!
\$2.89
PAIR



BLACK
KID

REDUCED TO
\$2.89
PAIR

BLUE,
BLACK
OR WHITE
KID

REDUCED TO
\$3.79
PAIR

16 X 55—Do you have tender feet? Or do you have corns or "hammer" toes (toes that over-ride each other in ordinary shoes)?

Then find comfort in wearing this new "Soft-Toe" Oxford of Black Kid. There is no stiffening in toe of shoe, hence there is no crowding or pressure on your toes.

Hand-Turned leather sole; an insole of leather. Arch-support features. 1-inch heel has a top-lift of rubber. SIZES: 4 to 11. Widths: E, EE and EEE. Price **\$2.89** Postage 12¢ pair.

16 X 590—Reduced to only \$2.89 per pair! This handsome Shoe is of a good quality Black Kid. The two straps, which button at the side, lend you steady support.

There are neat cut-outs at each side. Flexible Hand-Turned sole of leather and all our other arch-support features are included for comfort; cushion felt insole. The 1 1/4-inch heel has a top-lift of rubber.

SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE. Our Sale price, **\$2.89** Postage 12¢ per pair.

Comfort classics, now reduced to only \$3.79! These stunning Oxfords come in your choice of Blue, Black or White Kid. They have a flexible Hand-Turned leather sole and a soft, cushion felt insole. All arch-support features as described at the top of the page are included. A 1 1/4-inch military heel with a top-lift of rubber. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.

16 X 113—Blue Kid, Pair. } **\$3.79**
16 X 114—Black Kid, Pair. }
16 X 115—White Kid, Pair. } Post. 12¢

ARCH-SUPPORTING SHOES FOR BUNION RELIEF



NO SEAMS TO
CAUSE PAIN...
PLENTY OF ROOM
FOR YOUR
BUNIONS

BLACK
KID

~~\$5.00~~ PAIR
REDUCED TO
\$4.79 PAIR

16 X 199—Reduced to \$4.79! This Oxford will relieve your bunions and will help in curing them. It is extra-wide across the ball of the foot to relieve any pressure. Specially shaped to accommodate tender and enlarged joint. And there is no seam to irritate an already-formed bunion.

Made of soft, fine quality Black Kid. Hand-Turned leather sole; a cushion felt insole. Arch-support features. 1 1/4-inch heel; rubber top-lift. SIZES: 4 to 11. Widths: C, D, E, EE, EEE. **\$4.79** Postage 12¢ pair.

LANE BRYANT
39th St. near 5th Ave.
NEW YORK, N. Y.

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COMFORT SLIPPERS

at Reduced Prices!

~~\$1.00~~
REDUCED TO
94¢
PAIR



BLUE
BROWN
or GRAY
FELT

16 X 70—Reduced to 94¢! Slipper of Felt with matching Leatherette wing tip. Rosette of silky braid at tongue. Durable leather sole. 1-inch heel has a rubber top-lift.

COLORS: Blue mixture, brown mixture or gray mixture. SIZES: 4 to 10. Medium widths only. Reduced price, pair... **94¢**
Postage 8¢ per pair.

~~\$1.00~~
REDUCED TO
\$1.89
PAIR



BLACK
KID

16 X 28—This Juliet Slipper is reduced to only \$1.89! It's made of soft Black Kid with a flexible sole of leather.

Scalloped, patent leather appliqué at the high front. 1 1/4-inch heel; top-lift is of rubber. SIZES: 4 to 11. In wide widths only. Our reduced price... **\$1.89**
Postage 8¢ pair.

~~\$1.98~~
REDUCED TO
\$1.89
PAIR



BLACK, WINE,
or BLUE KID

16 X 745—Reduced in price! Slippers of fine quality Kid with a self-leather bow at the front. Roomy particularly at the low, curved instep. Durable, hard leather sole; 1 1/4-inch heel. Rayon satin lining. COLORS: Black, wine or blue. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. Our low reduced price... **\$1.89**
Postage 8¢ pair.

~~\$1.98~~
REDUCED TO
\$1.89
PAIR



LAMB'S
WOOL LINED

16 X 69—Reduced to \$1.89! A popular Moccasin Slipper made of Suede-finish Leather with back and band at the instep of matching, simulated leather. Lined with genuine, furry Lamb's Wool. Leather sole; 1/4-inch heel with rubber top-lift. COLORS: Burgundy wine; blue; brown. SIZES: 4 to 11. In wide widths only. ... **\$1.89**
Postage 8¢ pair.

~~\$1.39~~
REDUCED TO
\$1.39
PAIR



LAMB'S
WOOL LINED

16 X 71—Reduced to \$1.39! These Slippers, called Scuffs, are so easy to slip in and out of! They're fully lined with genuine, furry Lamb's Wool. The uppers are made of Suede-finish Leather, the soles and spring heels of genuine flexible leather. COLORS: Burgundy wine; blue; brown. SIZES: 4 to 11. Wide widths only. Reduced to... **\$1.39**
Postage 8¢ pair.

Sports Oxfords

CREPE RUBBER SOLES AND HEELS

Regularly \$3.98; now reduced to only \$3.69! These trim Lady Lane Sports Oxfords are of Crushed-Grain Leather in smart Calf-effect.

In choice of Black, Beige or Brown, each trimmed with neat cut-outs and perforations.

All our Lady Lane arch-support features. Springy, crepe rubber soles; low heels. SIZES: 4 to 10. Widths: A, B, C, D, E, EE and EEE.

16 X 560—Black Grain Calf Leather. Pair...
16 X 566—Beige Grain Calf Leather. Pair...
16 X 561—Brown Grain Calf Leather. Pair...

\$3.69 Postage 12¢ pair

~~\$3.98~~
REDUCED TO
\$3.69
PAIR



BLACK

BEIGE

BROWN



~~\$1.29~~
REDUCED TO
\$1.19
PAIR

Now reduced to \$1.19 per pair! These Oxford-type Rubbers are made of satin-finished Gum Rubber, trimmed at high front with pin-seal grained rubber.

The front snaps at the side (see small view). Light-weight, water-tight and well-reinforced throughout. Lined. COLOR: Black. SIZES: Half-sizes 4 to 11. Order same size and width as shoe.

16 X 833—Military heel... **\$1.19**
16 X 834—Cuban or Louis heel. Our reduced price... Post. 10¢

Reduced to \$1.89! These superior quality Galoshes are of a serviceable Black Gum Rubber. Handy, non-rust slide-fastener is covered. The high top will protect your hose. For military, medium-low, Cuban or Louis heels. In black only. SIZES: Half-sizes 4 to 11. Order same size and width as your shoe.

16 X 824—Military heel... **\$1.89**
16 X 817—Medium-low heel...
16 X 830—Cuban or Louis heel. Price per pair... Postage 12¢ pair

WITH
ORTHOPEDIC
HEELS

BLACK
KID



~~\$6.00~~
REDUCED TO
\$5.69
PAIR

OUR FAMOUS STOUT-ARCH SHOES

FOR
COMFORT

SMARTNESS and correct support are combined in our famous STOUT-ARCH Shoes! They're our best, and to invest in the best is a sound policy for stout women. And these STOUT-ARCH shoes are specially Sale-priced! Both have all-leather counters lengthened on inner side to support the arch... their snugly fitting heels won't slip... they have Goodyear welt construction.

Shoe at the Left

16 X 695—Now reduced to \$5.69! This Oxford made with famous Orthopedic heel is of superior, soft Black Kid, neatly trimmed with stitching and perforations.

Orthopedic heel (1 1/4 inches high) is of leather with a rubber top-lift. It extends underneath and firmly supports the scaphoid bone, which adjoins the keystone of your longitudinal arch.

Rubber top-lift has two tough rubber-and-linen inserts which are slightly raised for longer wear and permanent support.

All STOUT-ARCH features are included. Goodyear welt sole is easily repaired. All-leather construction. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE. Reduced price... **\$5.69**
Postage 14¢ pair.

At the Right

Note the smart "walled" last—so attractive and so very comfortable, too, for it affords extra room for your toes. The "walled" last is accented by matching color Alligator-effect calf. This Oxford is a \$5.00 value, specially Sale-priced \$4.69!

In Black, of Crushed Kid or Suede. STOUT-ARCH features included for comfort and firm foot support. All leather counter. Goodyear welt sole. 1 1/4-inch military heel of simulated leather. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 X 542—Black Crushed Kid... **\$4.69**
16 X 525—Black Suede. Per pair... Postage 14¢ pair

The New
"WALLED"
Last



~~\$5.00~~
REDUCED TO
\$4.69
PAIR

BLACK
CRUSHED KID
OR
BLACK SUEDE

~~\$1.79~~
Reduced to
\$1.69

SATIN-
STRIPED
RAYON
JERSEY

**EVERY
PRICE
REDUCED**

Lovely Nightgowns in EXTRA-SIZES for ALL STOUT WOMEN

FLANNELETTE

PLAIN or
STRIPED
~~\$1.39~~
REDUCED TO
\$1.00

SUPERIOR
QUALITY
~~\$1.98~~
REDUCED TO
\$1.79

TWO-PIECE
ENSEMBLE
CRINKLE
CREPE

~~\$2.98~~
REDUCED TO
\$2.79

14 X 50—Reduced to only \$1.69! Extra-size Nightgown of Rayon Jersey with a lustrous, self-color rayon satin stripe. Trimmed at the neck, front and sleeves with fine Ecru Lace. COLORS: Light blue, tea-rose or orchid. SIZES: 36 to 58 bust. Reduced to Postage 8¢ extra. **\$1.69**

NAINSOOK
HAND-MADE
LACE
MEDALLION

~~69¢~~
REDUCED TO
64¢

14 X 228—Price is cut a full 39¢! This warm, roomy Nightgown is of soft, good quality Flannelette. Hemstitching trims the double yoke at front. Double yoke at the back for extra warmth. Opens part way down the front; long sleeves. COLORS: Assorted stripes, all-white or all-pink. SIZES: 36 to 58 bust. Now... Postage 8¢ extra. **\$1.00**

14 X 223—Reduced from \$1.98 to \$1.79 for this Sale! You'll be cozy and warm in this extra-size Nightgown made of superior, fast-color Flowered Flannelette. Double panel below collar at front; opens part way. Long sleeves. Colors: Powder blue, peach or white, each with pastel print. SIZES: 36 to 58 bust. Price... Postage 8¢ extra. **\$1.79**

COTTON
CREPE

~~\$1.00~~
REDUCED TO
94¢
EACH

RAYON
JERSEY

Fine Value!

14 X 271—Extra-full Nightgown, reduced to 64¢! Of smooth, sturdy Nainsook. The trimming consists of hemstitching at the front and a medallion of hand-crocheted lace. Colors: White; tea-rose. Sizes: 36 to 58 bust. Sale price... Postage 6¢ extra. **64¢**

14 X 125—Nightgown of Crinkly Cotton Crepe, reduced to 94¢! Needs no ironing. Contrasting self-fabric at front of V-neck. Hemstitched. Contrasting binding on the sleeves. COLORS: Tea-rose; light blue; pink; white. SIZES: 36 to 52 bust. Postage 6¢ extra. **94¢**

14 X 90—Now 94¢—Rayon Jersey Gown. Self-color, rayon satin stripe. Shoulder yoke, cap sleeves and band around neck of contrasting, satin-finish rayon jersey. COLORS: New orchid-rose, light blue or tea-rose. SIZES: 36 to 58 bust. Postage 8¢ extra. **94¢**

14 X 96—Two-piece Ensemble, reduced to \$2.79! Consists of House Coat and Nightgown, each of fast-color Crinkled Cotton Crepe that needs no ironing.

House Coat has a flared, ankle-length skirt. White rick-rack braid is used to trim pocket, front shoulder-yokes, front-neck and opening to the waist.

Gown has white rick-rack braid at sleeves. Shirred ruffle across front of waist; white ribbon bow. Sash ties in back. COLORS: Tea-rose or light blue. SIZES: 36 to 58 bust. Set Postage 14¢ extra. **\$2.79**



EXTRA-ELASTIC
KNIT
*Slumber
Snuggies*
WARMTH
Without WEIGHT

~~\$1.59~~
REDUCED TO
\$1.39

At Left: Knitted Gown Reduced to only \$1.39

14 X 480—A special Sale value! This roomy, Slumber Snuggie Nightgown was \$1.59; now it's reduced to \$1.39! Knitted of medium-weight Combed Cotton in elastic rib stitch. Turned-down open collar; ribbed cuffs. Neck and wrists reinforced with "Lastex." Colors: Aqua blue; tea-rose. Sizes: 36 to 58 bust. Sale price... Postage 8¢ extra. **\$1.39**

Gown at Right: Trimmed with Lace

14 X 49—This attractive Nightgown is reduced to only 94¢ for this Sale! It's of serviceable Rayon Jersey, daintily trimmed with Ecru Lace. Armholes and back of the neck are neatly edged with shell-stitching. Ribbon sash. COLORS: Tea-rose, light blue or orchid. SIZES: 36 to 58 bust. Postage 8¢ extra. **94¢**



LANE BRYANT
39th St. near Fifth Ave.
NEW YORK, N. Y. **PAGE 27**

Above: Gown of White Cambric; tucked front yoke of embroidered insertion. Embroidery edges neck and sleeves. Double-yoke in back for extra wear. Full-cut, especially at front. Buttons part way down the front. SIZES: 36 to 58 bust.
14 X 651—With long sleeves. Reduced price **94¢**
14 X 800—With short sleeves. Reduced price. Postage 8¢ extra.



~~\$1.39~~
REDUCED TO
\$1.29
or 2 for
\$2.50

COTTON BROADCLOTH TWO-PIECE PAJAMAS
14 X 175—Above: Two-piece, Cotton Broadcloth Pajamas now \$1.29 each, or 2 for only \$2.50!
Button-front "butcher-boy" blouse has looping trim at collar and pockets. Full-cut trousers have elastic at back of waist.
COLORS: Tea-rose; light blue; orchid. SIZES: 36 to 58 bust. Two-piece Pajamas. Postage 10¢ extra. **\$1.29**

SPECIAL SALE OFFER:
Postage 15¢ ext.
2 for \$2.50

Run-Resistant Rayon Jersey
[DOUBLE PANEL in the Seat and in the Crotch]

YOUR CHOICE OF BLOOMERS or PANTIES



14 X 100

~~79¢ EACH~~
REDUCED TO
69¢ EACH

Formerly 79¢ each! Matching Bloomers and Panties of Run-Resistant Rayon Jersey. Give DOUBLE wear due to a DOUBLE self-fabric panel in the back. Smooth flat-lock seams. COLORS: Pink, tea-rose or light blue.

BLOOMERS: Double panel from the crotch and seat to waist. Full-cut. An elastic at the waist and knees.
14 X 100—44-in. hip; 26 ins. long.
14 X 101—50-in. hip; 27 ins. long.
14 X 102—56-in. hip; 28 ins. long.
14 X 103—66-in. hip; 30 ins. long.
OUR REDUCED PRICE, EACH **69¢** Postage 3¢ ext.

PANTIES: Double panel from the crotch and seat to waist. Full-cut. Elastic at the waist. Wide legs.
14 X 93—44-in. hip; 21 ins. long.
14 X 104—50-in. hip; 22 ins. long.
14 X 105—56-in. hip; 23 ins. long.
14 X 106—66-in. hip; 25 ins. long.
OUR REDUCED PRICE, EACH **69¢** Postage 3¢ ext.



BROCADED BRUSHED RAYON BED JACKET

\$1.00

MATCHING SET
SUPERIOR QUALITY
RAYON JERSEY

~~79¢ EACH~~ REDUCED TO **69¢ EACH**



14 X 687

Reduced from 79¢ to 69¢ each during this Sale! Matching Panties and Vest of superior quality, long-wearing Rayon Jersey. Color: Tea-rose only.
PANTIES: With French band top at front; elastic in the back. Flat side pleats give you freedom. Wide legs; well reinforced at the crotch.
14 X 687—44-in. hip; 20 ins. long
14 X 788—50-in. hip; 21 ins. long
14 X 789—56-in. hip; 22 ins. long
14 X 790—66-in. hip; 24 ins. long
OUR REDUCED PRICE, EACH **69¢** Postage 3¢ ext.
14 X 787—VEST: A built-up drawstring top. Reinforced under arms. SIZES: 36 to 58 bust. Reduced to **69¢** Postage 3¢ extra.

Rayon Jersey
PANTIES or BLOOMERS

37¢ EACH

OR Any 3 for **\$1.00**



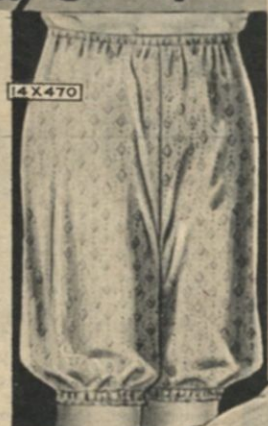
14 X 467

These matching Panties and Bloomers are of Rayon Jersey, figured in self-color. Full-cut; reinforced at crotch. Tea-rose.

PANTIES: Full-cut. Elastic around the waist. Wide legs.
14 X 467—48-in. hip; 20 ins. long
14 X 468—54-in. hip; 21 ins. long
14 X 469—60-in. hip; 23 ins. long
OUR VERY LOW PRICE, EACH **37¢** Post. 3¢

BLOOMERS: There's elastic around the waist and knees.
14 X 470—48-in. hip; 23 ins. long
14 X 471—54-in. hip; 24 ins. long
14 X 472—60-in. hip; 25 ins. long
OUR VERY LOW PRICE, EACH **37¢** Post. 3¢

SPECIAL OFFER: ANY THREE (choice of Panties or Bloomers) for . . . \$1.00 Postage 7¢ extra.



14 X 470

EXTRA-ELASTIC KNIT
Rib-Stitch Snuggies



14 X 254—Reduced from \$1.79 to \$1.59, or 2 for only \$3.00! Warm, Slumber Snuggie 2-piece Pajamas knit of fine, medium-weight Combed Cotton in extra-elastic rib stitch. Ribbed cuffs; knitted-in "Lastex" band at neck, wrists and ankles. Rayon elastic at the waist of the trousers.
In flame (deep coral), tea-rose or aqua blue. SIZES: 36 to 52 bust. **\$1.59** Postage 10¢ extra.

SPECIAL OFFER: 2 for \$3.00 Postage 15¢ ext.

TWO-PIECE PAJAMAS

COMBED COTTON ~~\$1.79~~ REDUCED TO **\$1.59** or 2 for **\$3.00**

VALUE NEWS

Sale Bargains in Lovely Lingerie for Stout Women

14 X 186—At Left: Special Sale value at \$1.00! This Bed Jacket is of lovely Brushed Rayon—a soft, knitted fabric with self-color brocaded design. It's as soft as swansdown, and wonderfully warm. Harmonizing color shell-stitching edges the neck and front-opening. Patch pocket. A dainty cord tie at the neck.

COLORS: Powder blue or tea-rose. SIZES: 36 to 58 bust. Price **\$1.00** Postage 6¢ extra.



Run-Resistant RAYON JERSEY OPEN OR CLOSED STYLE

Reduced to only 94¢! This popular Union Suit of durable Run-Resistant Rayon Jersey. In open or closed style. Double thickness under the arms and inside of legs. Built-up top; a drawstring at neck. COLOR: Tea-rose. SIZES: 36 to 58 bust.

14 X 537—In open style with a wide-lapped seat **94¢**
14 X 538—Closed style with a wide, convenient leg **94¢** Postage 6¢ ext.

LIGHT-WEIGHT COTTON
~~2 FOR \$1.00~~ Reduced to
ANY 2 FOR 94¢

11 X 69 OPEN STYLE

11 X 72 OPEN STYLE

11 X 73 CLOSED STYLE

MIDWINTER SALE EXTRA-SIZE UNDERWEAR

11 X 45

11 X 43

11 X 46

12% WOOL with Rayon Stripes
CHOICE OF THREE STYLES
~~\$1.00~~
REDUCED TO 89¢

Reduced for this Sale to 89¢! These extra-size Union Suits are knitted of 12% Wool, rest medium-weight, rayon-striped Cotton. In choice of three styles... each in open style with a wide-lapped seat. Color: Cream-white. Sizes: 36 to 58 bust.

VEST 11 X 244

PANTIES 11 X 245

choice VEST ON PANTIES
~~39¢~~
REDUCED TO 36¢ EACH
ANY 3 FOR \$1.00

Extra-size Union Suits, reduced to 2 for 94¢! Of light-weight, elastic-knit White Cotton. Wide-knee Union Suit comes in open or closed styles; knee-length Union Suit is in open style. Built-up tops will stay in place, drawstring necks. SIZES: 36 to 58 bust.

Union Suit—open or closed style. The wide knee is shell-stitched.
11 X 72—In Open style with a wide-lapped seat, extra-long crotch.
11 X 73—In Closed style. Umbrella knee for convenience. Stashed sides. Our reduced price: **ANY 2 for 94¢** Postage 6¢ ext.
CHOICE OF ANY 2 of the styles shown above (two of the same or two different) for **94¢** Postage 6¢ ext.

11 X 45—In knee length with a close-fitting knee. Low neck style with a drawstring; won't slip off shoulders. Sleeveless; well-reinforced under the arms. Our low reduced price. **89¢** Postage 6¢ extra.

11 X 43—Ankle-length. With elbow sleeves. Dutch neck. Has buttons part way down the front. Now reduced to only. **89¢** Postage 6¢ extra.

11 X 46—In knee length. With elbow sleeves; buttons part way down the front. Dutch neck. Our reduced price. **89¢** Postage 6¢ extra.

COMBED COTTON MATCHING Vest and Drawers

VEST **2 FOR 89¢**
~~REDUCED TO~~
2 FOR 79¢

11 X 280 TIGHT KNEE
 11 X 281 WIDE KNEE

DRAWERS REDUCED TO 2 FOR 94¢

Reduced prices! Extra-Size Vest and Matching Drawers (two styles) of fine, elastic-knit White Combed Cotton; light-weight but warm.

Drawers: Open style; wide-lap seat.
11 X 280—Tight knee. **TWO for 94¢**
11 X 281—Wide knee. Postage 5¢ extra.

3 for 89¢ REDUCED TO 3 for 79¢ LIGHT-WEIGHT COTTON VESTS



11 X 154—Formerly 3 for 89¢—reduced to 3 for 79¢! These sturdy Vests are light-weight, elastic-knit White Cotton.

Built-up, drawstring top is shell-stitched and band-finished. SIZES: 36 to 50 bust. Reduced to **3 for 79¢** Postage 7¢ ext.

~~\$1.00~~
REDUCED TO 89¢

COMBED COTTON JERSEY PANTALETTES

Extra-size Pantalettes—now reduced to 89¢! Of fine Combed Cotton Jersey—so cozy and warm. Roomy, yet not bulky. Launder well.

There's elastic at waist; two rows of elastic come snugly below the knees to keep out the cold and wind. Reinforced crotch. Colors: Navy, tan, pink or black.

12 X 127—50-inch hip, 31 ins. long... **89¢**
12 X 128—56-inch hip, 32 ins. long...
12 X 129—66-inch hip, 34 ins. long... Postage 3¢ ext.

VEST 11 X 240

PANTS 11 X 241

EXTRA-ELASTIC KNIT RIB-STITCH SNUGGIES

Choice!
 VEST or 3/4-LENGTH PANTS
 12% WOOL and SILK
~~79¢~~
REDUCED TO 69¢
ANY 3 FOR \$2.00

Extra-Elastic Knit RIB-STITCH SNUGGIES
 WARMTH WITHOUT WEIGHT

Above: Reduced in price! Matching Vest and Pants of medium-weight Combed Cotton; extra-elastic rib stitch. COLOR: Tea-rose.
11 X 244—Vest: V-neck at back; band-finished neck and armholes. SIZES: 36 to 54 bust. Now only **36¢** Postage 3¢ extra.
11 X 245—Pants: Waistband and band at bottom of legs are "Lastex." SIZES: 48 to 64 in. hip... **36¢** Postage 3¢ extra.
SPECIAL OFFER: ANY 3 for \$1.00 Postage 7¢ ext.

Shown at Left
 Matching Vest and Pants of 10% Wool, 2 1/4% Silk; the balance of Combed Cotton in an elastic-knit, ribbed stitch. COLOR: Tea-rose.
11 X 240—Vest: Drawstring at the band-finished neck. Short sleeves. SIZES: 36 to 54 bust. Reduced to **69¢** Postage 3¢ extra.
11 X 241—Pants: 1/4-length. "Lastex" at waist and bottom of leg. SIZES: 48 to 64 inch hip. Reduced to **69¢** Postage 3¢ ext.
SPECIAL OFFER: ANY 3 for \$2.00 Postage 7¢ ext.



KNITTED SLUMBER SOCKS

14 X 40—Slumber Socks for warmth while you sleep. Of medium-weight Combed Cotton—in stretchy ribbed weave. Knit-in elastic at the cuffs. Color: Tea-rose. SIZES: 9 to 11 1/2. Reduced to **2 for 59¢** Postage 3¢ ext.

LANE BRYANT 29 NEW YORK

CHOICE OF
ANY—
GARMENTS

2 for \$**1.00**



COTTON
BROADCLOTH
SLIP

12 X 984—A Sale bargain! Slip of Cotton Broadcloth. Shell-finishing at neck and armholes. The built-up top can't slip off shoulders. Side folds for hip room.

COLORS: White; tea-rose. SIZES: 36 to 58 bust meas. Length about 48 inches.

2 for \$1.00 Postage 5¢ ext.

Choice of ANY TWO items on page for \$1.00!



VEST

14 X 429—VEST: Full-cut and extra-long. The built-up drawstring top stays securely in place. Sturdily reinforced under the arms. SIZES: 36 to 58 bust meas. Our very low price... **2 for \$1.00** Post. 5¢

PAGE 30 Buy NOW, our Sale will end February 28



MERCERIZED
LISLE
VEST

11 X 49—A grand value—extra-size, extra-long Vests of a fine, absorbent Mercerized Lisle. Band-finished, built-up top with rayon shell-stitching; will not slip off. Reinforced under arms. COLORS: White or pink. SIZES: 36 to 58 bust. Price... **2 for \$1.00** Postage 5¢ extra.

You may buy ANY TWO items on page for \$1.00 Postage 5¢ extra.



NAINSOOK NIGHTGOWN

14 X 109—Sale special! You may buy 2 of these Nightgowns for only \$1.00! They're of a good quality Nainsook. Blue scalloping edges the neck and the cap sleeves. COLORS: White or tea-rose. SIZES: 36 to 58 bust. Price... **2 for \$1.00** Postage 5¢ extra.

You may buy ANY TWO items on page for \$1.00 Postage 5¢ extra.



RAYON
JERSEY
BLOOMERS
or BRIEFS

Matching Bloomers and Briefs of Rayon Jersey with self-color rayon satin stripe. Reinforced crotch. COLORS: Tea-rose or orchid-rose.

BLOOMERS: Elastic at waist & knees.

14 X 405—44-inch hip; 24 inches long.

14 X 406—50-inch hip; 25 inches long.

14 X 407—56-inch hip; 26 inches long.

14 X 408—66-inch hip; 27 inches long.

PRICE: **2 for \$1.00** Postage 5¢ ext.

ANY

BRIEFS: Elastic at the waist.

14 X 166—44-inch hip measure.

14 X 167—50-inch hip measure.

14 X 168—56-inch hip measure.

14 X 169—66-inch hip measure.

PRICE: **2 for \$1.00** Post. 5¢ ext.

ANY



MATCHING SET RUN-RESISTANT RAYON JERSEY

Matching Set, consisting of Vest, Lace-trimmed Panties and tailored Panties made of sturdy Run-Resistant Rayon Jersey. COLORS: Tea-rose or Nile green.

PANTIES above: Lace edges legs in scalloped effect. Elastic at waist. Reinforced crotch.

14 X 10 — 44-in. ANY

hip; 20 ins. long..

14 X 11 — 50-in. TWO for

hip; 21 ins. long..

14 X 12 — 56-in. **\$1.00**

hip; 22 ins. long..

14 X 13 — 66-in. Post. 5¢

hip; 24 ins. long..

PANTIES above: An elastic at the waist. The crotch is well-reinforced. Wide legs.

14 X 53 — 44-in. ANY

hip; 20 ins. long..

14 X 54 — 50-in. TWO for

hip; 21 ins. long..

14 X 55 — 56-in. **\$1.00**

hip; 22 ins. long..

14 X 56 — 66-in. Post. 5¢

hip; 24 ins. long..

You may buy ANY TWO items on this page for \$1.00.



Rayon Striped
COMBED COTTON BLOOMERS

Splendid value at TWO for only \$1.00. Bloomers of light-in-weight Combed Cotton with a rayon stripe. There's an elastic at waist and knees for comfortable, snug fit. COLOR: Pink.

11 X 10—50-inch ANY

hip; 27 ins. long..

11 X 11—56-inch TWO for

hip; 28 ins. long..

11 X 12—66-inch **\$1.00**

hip; 30 ins. long..

Post. 5¢ extra.

At the Right

17 X 913—Reduced from 59¢ each to two for \$1.00! This up-lift Bandeau is of Linen-finished Cambric.

It gives youthful bust lines, plus the sturdy control of a band across the upper diaphragm. Shaped bust sections of rayon trico; hooks at side.

COLOR: Tea-rose.

SIZES: 36 to 52 bust.

2 for \$1.00

Postage 3¢ extra.

Brassiere at Lower Right

17 X 902—Formerly 59¢ each! For strong support, wear this extra-long Brassiere of White Cambric.

The built-up top restrains excess flesh. Embroidered yoke; scalloped braid edges. Hidden front hooks. SIZES: 36 to 58 bust.

2 for \$1.00

Postage 3¢ extra.

You may buy ANY TWO items on this page for \$1.00.



11 X 42
MEDIUM WEIGHT
COTTON
RAYON STRIPED
OPEN
STYLE

Union Suit Above

11 X 42—Formerly 59¢ each, now reduced to two for only \$1.00! Extra-size Union Suit of medium winter-weight Cotton; rayon stripe. Knee-length; close-fitting knee. Open style with wide-lapped seat. Well-reinforced under arms and at crotch. Rayon shell-stitched, band-finished top; drawstring at the neck.

Cream-white. SIZES: 36 to 58 bust

Post. 5¢ **2 for \$1.00**

Shown at Left

14 X 65—Here's one of the biggest bargains offered in this Sale! This Chemise of Rayon Jersey is knit in self-color pattern. Full-cut for hip-freedom. Built-up top; wide legs; reinforced crotch.

Tea-rose only. SIZES: 36 to 50 bust

Post. 5¢ **2 for \$1.00**

Choice of ANY TWO items on page for \$1.00!



17 X 913
HOOKS AT
SIDE



17 X 902
HOOKS IN FRONT

**Please: This Order Blank Is for
Budget Payment Orders ONLY**

if the total amount of your order is more than \$15.00 and less than \$50.00.

Since there is an extra charge for Budget Payment Service, we recommend that you pay cash in advance if you can. But the convenience of credit is worth the extra cost—and we're sure that you'll like our Plan if you need, just now, a more complete outfit of clothes than you can conveniently pay for in advance. For explanation of extra cost involved, read note at bottom of this page. For a Budget Payment purchase use this order blank, and be sure to answer all of the questions on the reverse side.

Orders under \$15.00 are not accepted under our Budget Payment Plan.
Orders over \$15.00 but under \$50.00: pay \$5.00 down, \$5.00 per month.
Orders over \$50.00: one-tenth down, one-tenth each month until paid.
References are required. Do not buy unless you are sure you can pay.

Please READ this CAREFULLY before you SIGN it.

Lane Bryant: With this order I send you a deposit payment of at least Five Dollars. Please send me the goods listed below with the understanding that if the goods sent me are not entirely satisfactory I may return them and you will exchange them for other merchandise or refund my deposit payment as I prefer. If I keep the goods I will pay the total price thereof (including Budget Service Charge and the usual Postage Charge) in monthly payments of at least Five Dollars (at least one-tenth of total if order exceeds \$50.00) each month beginning thirty days from receipt of first shipment and will make such payments regularly and promptly. I understand that the title of this merchandise is to remain with you until complete payment is made. This order is subject to your acceptance and I submit on the reverse side hereof a statement of facts to induce you to extend credit to me.

Sign your

name here

NOTE—A Deposit Payment is NOT required if you've received a certificate from us saying you are a PREFERRED Patron of our Budget Payment Service.

We will ship your goods by parcel post, postage prepaid, but your bill will include a charge, which you're to pay, for our actual postage expense—or postage at catalog rates, whichever is lower.

Your deposit payment should be a post office money order, an express money order, a bank draft or a check. . . . It is not safe to send CASH but if you cannot remit any other way, send money with order in a strong envelope and be sure to have it registered.

Mrs. or Miss	First Name	Middle Initial	Last Name
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(MARRIED women will please use the title "MRS." and their HUSBAND'S complete NAME)

House Number Street or Avenue R. F. D. No. Box No.
Town State
(Write the name of your post office very plainly) (Write name of State in full)

When ordering Coats, Dresses, Sweaters or Corsets, please state ALL measurements on reverse side of this sheet

The extra Budget Service Charge which you are required to pay if you buy under this plan, is exactly ten percent (one-tenth) of the Net Amount for goods after the Deposit Payment is deducted.

IMPORTANT—You do NOT pay a service charge on deposit payment. Therefore, the more you pay at the beginning, the less you pay later and the less will be your total cost, too.

In example shown at the right, your total cost for goods listed at \$23.42 would be \$25.26, plus postage. But if you had sent a \$10.00 deposit instead of a \$5.00 deposit, your total cost would be only \$24.76, plus postage.

An Example—with \$5.00 Deposit

If the total amount for goods,
at regular catalog prices, is. **\$23.42**

And your deposit payment is. **5.00**

Net amount for goods after deducting Deposit Payment	18.42
--	-------

The Budget Service Charge,
one-tenth of \$18.42, is..... 1.84

TOTAL Balance due: you pay
this later, plus postage.... **\$20.26**

Total Amount for Goods
at catalog cash-in-advance prices.

Amount of Deposit Payment
This amount to be subtracted.

Net Amount for Goods
after deducting Deposit Payment.

Budget Service Charge
10%—See explanation at left.

Total Balance due on Order
You pay this later, Plus Postage.

LANE BRYANT, 39th St. near 5th Ave., NEW YORK

This SPECIAL Order Blank is to be used for Budget Payment Orders ONLY.

BUDGET PAYMENT ORDER BLANK

IMPORTANT — Please answer ALL of the following questions if you wish to benefit by our BUDGET PAYMENT PLAN

As stated on the reverse side of this order blank, this order is subject to our acceptance and you are asked to answer the following questions as a statement of facts to induce us to extend credit to you. Please write (or print) your answers very clearly.

FRIEND'S RECOMMENDATION

Dear Lane Bryant: I am well acquainted with the person whose name is signed to this order. I know her to be honest, and I have every reason to believe she CAN and WILL make her payments regularly and promptly. I am glad to recommend her as a patron of your Budget Payment Plan.

Signed.....

I am a patron of your Budget Payment Service, and My Account Number is.....

- 1 How long have you lived at your present address?.....
- 2 If less than two years state former address.....
- 3 What is your age?.....
- 4 Are you married, single, or a widow?.....
- 5 Do you own your home?.....
- 6 Are YOU now employed?.....
- 7 How long in your present position?.....
- 8 What kind of work?.....
- 9 What average weekly pay?.....
- 10 *Name of your employer?..... At what address?.....
- 11 Is your husband now employed?.....
- 12 How long in his present position?.....
- 13 What kind of work?.....
- 14 What average weekly pay?.....
- 15 *Name of husband's employer?..... At what address?.....
- 16 If you or your husband own your own business, what kind of business (or profession)?.....
- 17 Average monthly income after paying business expenses?.....
- 18 What further income have you, if any, other than is stated above? State kind of income and amount of same.....
- 19 If you have a bank account, what is the name of bank?..... At what address?.....

NOTE: If you or your husband are employed but not working Full Time—please write a letter of explanation.

If you have a friend who is a patron of our Budget Payment Service, ask her to sign the Friend's Recommendation printed above. Or if you have, or have had, one or more installment accounts with other firms, please send us your account books; we will return them to you promptly. In any event state here the names of two references; persons or firms we may write to. Business houses with whom you've had credit dealings are preferred.

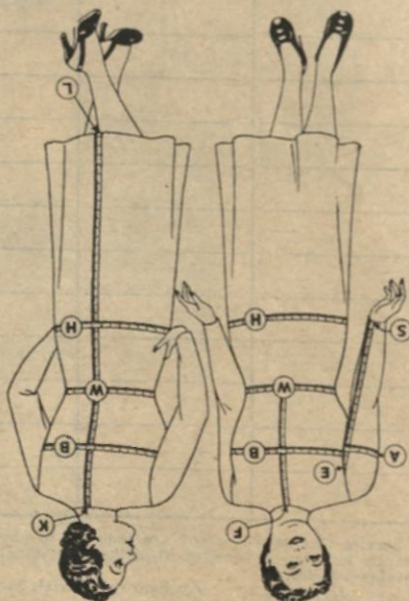
- 20 { Name..... Business.....
Local Address..... City..... State.....
- 21 { Name..... Business.....
Local Address..... City..... State.....

Please sign your name again here as your assurance that the above statements are true and that you can and will make all payments regularly and promptly.

*NOTE—We do not usually write to employers, but we require employer's name and address to complete our records.

Give actual measurements; make NO allowances.		Your Weight.....		Your Height.....	
Inches		Lbs.		Ft. Ins.	
B—BUST Measure—Take measurement over your dress (with your corset on). Pass tape measure around the body over the fullest part of the bust. B. well up under the arms. Do not allow tape to slip down in back; do not take measurement too tightly; make no allowances.					
W—WAIST Measure—Take this measurement rather tightly around smallest part of waist (at natural waist-line, W) while wearing any well-fitting corset. Make no allowances.					
H—HIP Measure—Take this measurement around largest part of hips. Not too tight. Make no allowances.					
A—AROUND ARM—(around fleshiest part).					
E to S—SLEEVE Measure—Under side of sleeve, from arm pit to length of sleeve desired, arm hanging loosely.					
F to W—FRONT WAIST-LENGTH—From base of neck at front, F, to natural waist-line, W.					
K to W—BACK WAIST-LENGTH—From base of neck at back, K, to natural waist-line, W.					
K to L—FULL LENGTH BACK—Required for coats, dresses and slips. Entire length from base of neck, K, to bottom of hem at center back, L.					

NOTE: These pictures and this measurement blank are printed upside down for our convenience in filling orders.



DO NOT TRY to take the measurements yourself. Have some friend take them for you. Please follow all of these instructions very carefully and be sure that you USE AN ACCURATE TAPE MEASURE.

In order to give you a well-fitting garment, it is of the utmost importance that you fill in all of the measurements requested below. In ordering Coats, Dresses and Corsets please do NOT specify STOCK SIZES of some former garments you have purchased elsewhere. Lane Bryant sizes are scientifically designed and they are exclusive with Lane Bryant.

How To Take Your Measurements

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Our Guarantee: Your Money Back if You Are Not Satisfied

Before Mailing Your Order:

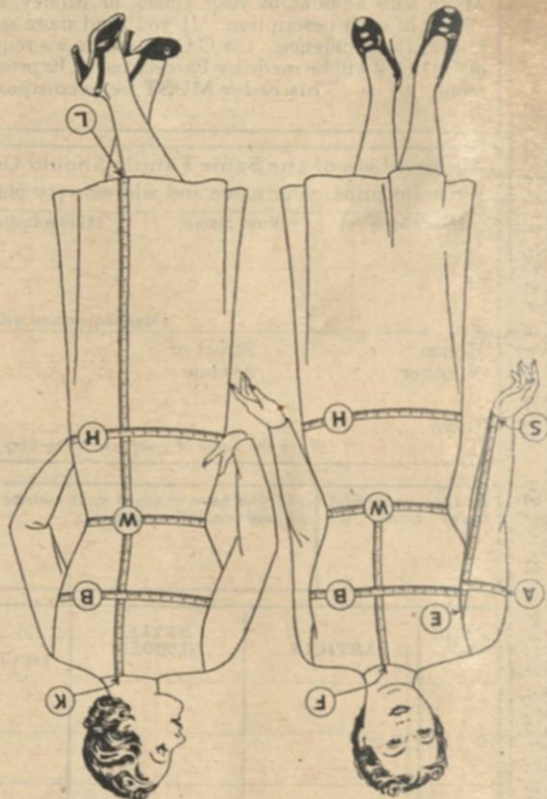
Be sure you have given correct sizes and colors—with all actual measurements as requested on this order blank. Be sure you have written your name and address very plainly—on order blank and also on mailing envelope. Be sure to enclose remittance—a Post-office or Express money order, a bank draft or your personal check. And be sure remittance includes all necessary Postage, as stated under the price in each description.

How to Take Your Measurements

When Ordering Lane Bryant Garments

DO NOT TRY to take the measurements YOURSELF. Have some friend take them for you. Follow these instructions carefully and be sure to use AN ACCURATE TAPE MEASURE.

DO NOT TRY to take the measurements YOURSELF. Have some friend take them for you. Follow these instructions carefully and be sure to use AN ACCURATE TAPE MEASURE.



For directions in ordering
CORSETS...see page 13
SHOES...see page 24

NOTE: These pictures and this measurement blank are printed upside down for our convenience in filling orders.

Lane Bryant Apparel Specialist 39th Street near 5th Avenue New York, N. Y.

Give actual measurements; make NO allowances.

INCHES

Your Height.....	Ft.	Inch.
Your Weight.....	Lbs.	

Be sure to mention

B—BUST Measure—Take measurement over your dress (with your corset on). Pass tape measure around the body over the fullest part of the bust, B, well up under the arms. Do not allow tape to slip down in back; do not take this measurement too tightly, and do not make any allowances. . . .

W—WAIST Measure—Take this measurement rather tightly around the smallest part of waist (at the natural waist-line, W) while wearing any well-fitting corset. . . .

H—HIP Measure—Take this measurement around the largest part of the hips. Do not too tight. Make no allowances. . . .

A—AROUND ARM—(around fleshiest part). . . .

E to S—SLEEVE Measure—Under side of sleeve from armpit to length of sleeve desired, with arm hanging loosely. . . .

F to W—FRONT WAIST-LENGTH—From base of neck at front, F, to natural waist-line, W. . . .

K to W—BACK WAIST-LENGTH—From base of neck at back, K, to natural waist-line, W. . . .

K to L—FULL LENGTH BACK—Required for coats, dresses and slips. Entire length from base of neck, K, to bottom of hem at center back, L. . . .

\$ **1.59** EACH *OR* *Any* **2** FOR \$ **3.00**



(B)
BORDERED
COTTON
POPLIN
-
PINAFORE
DRESS

(E)
SEERSUCKER
COAT
DRESS

(A)
COTTON
BROADCLOTH
FLY FRONT
COAT
DRESS

(D)
PRINT
CLOTH
COAT
DRESS

(C)
PRINT
CLOTH

(F)
COTTON
CREPE
COAT
DRESS

(A) 5 X 506—Fast-color, Printed Cotton Broadcloth Coat-Dress in a bordered design. Fly-front conceals button-opening all the way down. COLORS: Aqua green with print as pictured; Copen blue with red-green-and-white print. SIZES: 37 to 59 bust. About 49 ins. long. **\$1.59**
Postage 8¢ extra.

(B) 5 X 505—Pinafore Dress of fast-color Printed Cotton Poplin; border printed ruffles and pocket-tabs. Set-in waistband. Buttons to back-waist. COLORS: Copen blue (as pictured), rose or aqua green, each with white print. SIZES: 37 to 59 bust. About 49 inches long. **\$1.59**
Postage 8¢ extra.

(C) 5 X 502—Dress of fast-color Striped Cotton Print Cloth. Non-rust Talon slide fastener. Sectional skirt flared at front. COLORS: Navy (shown) or wine, each with white stripe. SIZES: 37 to 59 bust. About 49 inches long. **\$1.59**
Postage 8¢ extra.

(D) 5 X 501—Coat-Dress of fast-color Cotton Print Cloth; double-breasted effect. Opens down front. White plaqué collar. COLORS: Copen blue with print as shown; also green or red, each with navy-and-white print. SIZES: 37 to 59 bust. About 49 ins. long. **\$1.59**
Postage 8¢ extra.

(E) 5 X 503—Smart fast-color Seersucker Coat-Dress. Scalloped opening at front. 2 pockets; simulated 'kerchief' collar. COLORS: Aqua green (pictured), coral pink, or Copen blue. SIZES: 37 to 59 bust. About 49 ins. long. **\$1.59**
Postage 8¢ extra.

(F) 5 X 504—This dotted Coat-Dress is made of fast-color Cotton Crepe. Harmonizing color buttons and simulated patent leather belt. Pleats at front of skirt. COLOR: Navy with red dots as pictured. SIZES: 37 to 59 bust. About 49 inches long; 2-inch hem. **\$1.59**
Postage 8¢ extra.

SPECIAL SALE 2 dresses (two of one style or one each of any two styles shown on page) for **\$3.00** Postage 14¢ ext.

SALE

Begins NOW
— Ends —
February 28,
1941

ALL-WOOL
JERSEY
\$3.98



8 X 841—Fine Sale value at \$3.98—this Coat-Sweater of superior quality All-Wool Worsted Jersey. A Jacquard-knit design trims collar and two pockets. Collar may also be worn buttoned up for extra warmth.

COLORS: Wine (as pictured), black, navy blue or chocolate brown, each with contrasting trim. **SIZES:** 38 to 52 bust only. Our low Sale price... **\$3.98**
Postage 8¢ extra.

\$2.98

WOOL-and-RAYON JERSEY

8 X 840—This warm Coat-Sweater is a splendid Sale value at \$2.98! Knit of Wool-and-Rayon Jersey (with faint, self-color stripe), about 50% Wool, balance Rayon. Roomy, yet smooth-fitting. The collar may be worn open or buttoned up high. Two pockets.

COLORS: Navy (pictured), wine or black. **SIZES:** 37 to 59 bust measure. Our Sale price, only... **\$2.98**
Postage 8¢ extra.

ALL-WOOL
WORSTED
\$1.98



8 X 842—Sorry, this Coat-Sweater is not available in larger sizes. However, in sizes offered, it's a grand Sale buy at \$1.98. It's of soft all-Wool Worsted. Two roomy pockets. Snug, ribbed cuffs.

COLORS: Navy blue (shown), wine, black or natural tan. **SIZES:** 38 to 48 bust only. Our Sale price... **\$1.98**
Postage 8¢ extra.

REDUCED
TO
\$1.49



ALL-WOOL WORSTED SHOULDER SCARF

8 X 185—Reduced to \$1.49! Shoulder Scarf with sleeves. Of warm, All-Wool Worsted, knit in dainty, wavy stitch. Comes well down to waist in back and is held on by snug, ribbed cuffs and by two ribbon ties at front. Shawl collar.

COLORS: Orchid (pictured), navy or wine. **SIZES:** 37 to 59 bust. **\$1.49**
Postage 6¢ extra.

\$1.29 REDUCED
TO
\$1.00



BRUSHED ALL-WOOL

8 X 807—Smart Knitted Sweater-Blouse reduced to \$1.00! Of Brushed All-Wool with a soft, fleecy surface. Warm, yet light-in-weight. Matching color ribbing edges the neck and buttoned closing and forms waistband. Matching ribbed cuffs.

Hunter green (pictured), navy or wine. SIZES: 38 to 52 bust only... **\$1.00**
Postage 8¢ extra.

ALL-WOOL
WORSTED
TWIN
SWEATER
SET
\$4.95
REDUCED TO
\$3.98



8 X 801—Above: You save almost \$1.00 on this smart Twin Sweater Set, reduced from \$4.95 to \$3.98! Knit of superior All-Wool Worsted.

Short-sleeved Slip-over Sweater has hook-and-eye ornaments to match darker color Coat-Sweater, which has a cable-stitch design at the front; long sleeves.

COLORS: Wine with gray (pictured), navy blue with powder blue, or chocolate brown with rust. **SIZES:** 37 to 59 bust measure. Price, Two-piece Set... **\$3.98**
Postage 14¢



\$1.00

25 X 967—Sale priced! Tucked Turban of All-Wool Jersey; gold-color ornaments at draped front. Rayon lining; grosgrain headband. **COLORS:** Navy (as shown), wine; black. **SIZES:** 22½ to 25½ inches. **\$1.00**
Postage 12¢ ext.

BRUSHED
JACKET
REDUCED
TO
\$2.79



8 X 805—Reduced price! Warm Brushed Jacket knitted of about 25% soft Mohair, rest Cotton-and-Rayon. Wide-ribbed effect resembles the working of fur. An all-rayon lining; unlined sleeves. White (shown); navy; wine. **Sizes:** 38 to 52 bust only... **\$2.79**
Postage 8¢ extra.



\$1.00

25 X 966—Sale-priced! This smart Hat of Wool Felt Fabric is made along draped, tilted tam lines. A self-bow as shown. Tucked hairband at back. Grosgrain headband. **COLORS:** Wine (shown), black or dark green. **SIZES:** 22½, 23, 23½, 24, 24½, 25, 25½ ins. **\$1.00**
Postage 12¢ extra.

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